BUSINESS AND POLITICS IN THE MUSLIM WORLD

Global Public Opinion Report No. 146

November 14-20, 2010

Presentation: November 24, 2010

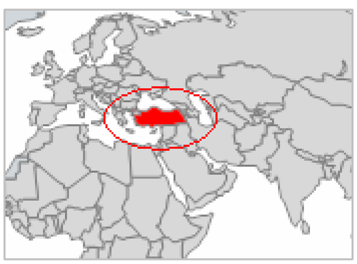
M. Zubair

Prelude

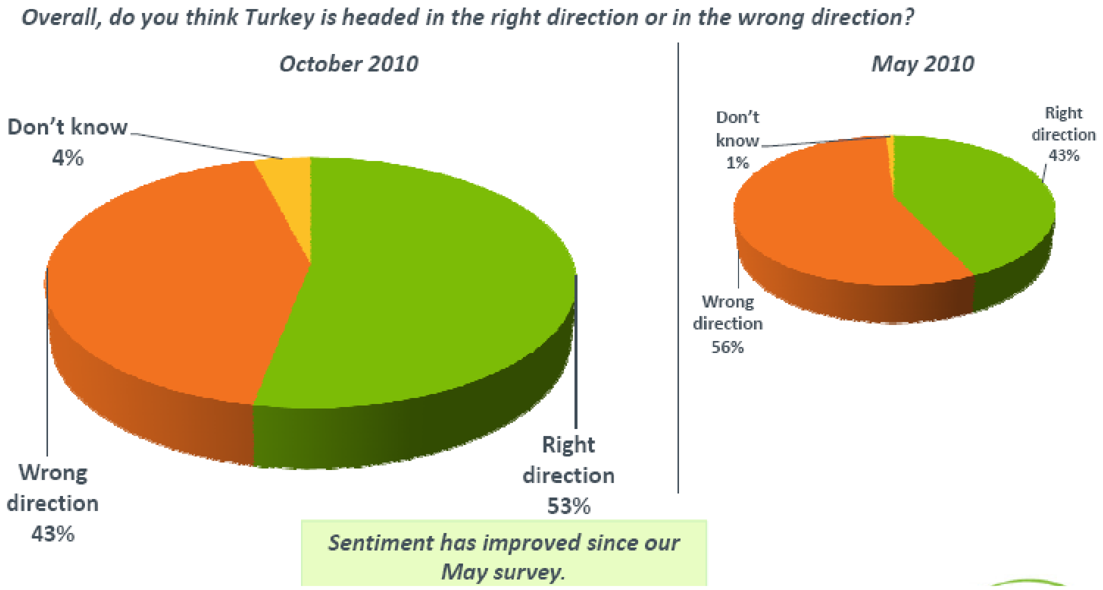
This week report consists of 33 surveys. Two of these are multi-country surveys while the rest of 31 are national surveys from across the world.

Commentary: Iri Poll: Turks Optimistic Country Headed In Right Direction

November 19, 2010



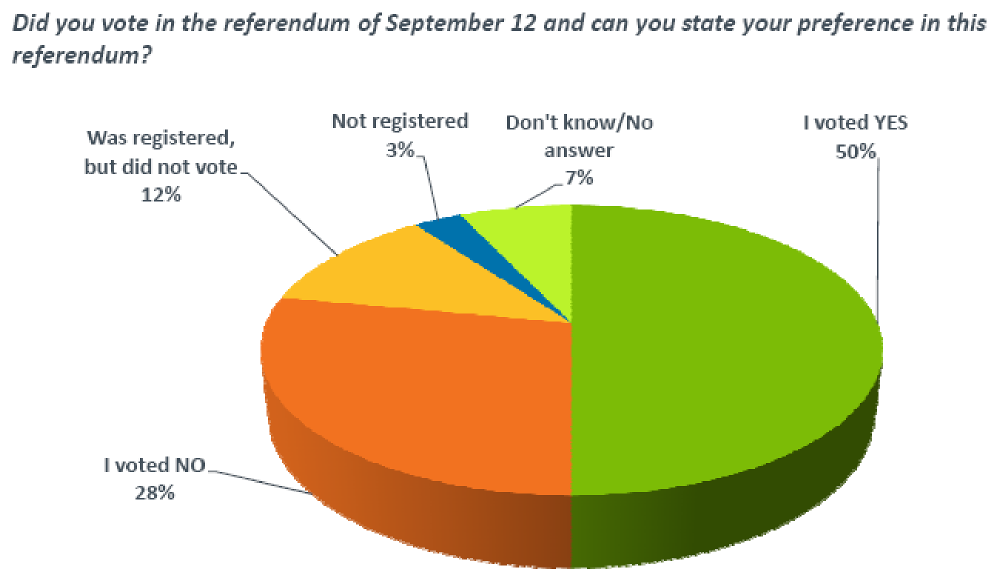
Washington, DC – IRI conducted a new **public opinion survey** in Turkey from September 18–30, 2010 that suggests increasing optimism in Turkey since IRI's May 2010 poll. 53 % of respondents believe that Turkey is heading in the right direction – a 10 % point increase from May. Turks' economic outlook also improved, as the number of those who believe their economic situation is better than five years ago improved from 32 to 43 %, and those who believe their economic situation would improve in the next year increased from 28 to 35 %.



Unemployment and security are of particular concern to voters, and were identified as the most important issues in the next general elections. Turks also indicated that they want to hear more from politicians about unemployment. When asked to evaluate the performance of the government on a range of issues, fighting unemployment received the lowest average rating: 3.85 on a 10 point scale. The government scored highest on the issues of health care and protection of religious freedom.

At the local level, optimism is more pronounced, as 69 % of those polled believe things in their municipalities are heading in the right direction. Road conditions and trash collection were cited as the top reasons for that belief.

IRI's survey gauged attitudes on the national referendum held on September 12, 2010 that approved a series of amendments to the Turkish Constitution, the most controversial of which gave the government more influence over the country's judiciary. A plurality of respondents reported that they made their decision on the referendum two months before voting and that political party campaigns in the weeks leading up to the vote had little impact.



The survey also explored Turkish views on the European Union (EU) accession process. 65 % of Turks believe EU membership is a good thing and 63 % said they would vote for membership if the referendum were held this week. This marks a 12-point increase since IRI's May 2010 survey. Respondents cited economic gains and the free movement of Turkish citizens as the most important benefits of EU membership.

SOURCE: http://www.iri.org/news-events-press-center/news/iri-poll-turks-optimistic-country-headed-right-direction

TURKEY:

TURKEY:

Population: 76,805,524 (July 2010 est.)
Ethnic Groups: Turkish 70-75%, Kurdish 18%, other minorities 7-12% (2008 est.)
GDP per Capita: $11,400 (2009 est.)

- Modern Turkey was founded in 1923 from the Anatolian remnants of the defeated Ottoman Empire by national hero Mustafa KEMAL, who was later honored with the title Ataturk or "Father of the Turks." Under his authoritarian leadership, the country adopted wide-ranging social, legal, and political reforms. After a period of one-party rule, an experiment with multi-party politics led to the 1950 election victory of the opposition Democratic Party and the peaceful transfer of power. Since then, Turkish political parties have multiplied, but democracy has been fractured by periods of instability and intermittent military coups (1960, 1971, 1980), which in each case eventually resulted in a return of political power to civilians. In 1997, the military again helped engineer the ouster - popularly dubbed a "post-modern coup" - of the then Islamic-oriented government. Turkey intervened militarily on Cyprus in 1974 to prevent a Greek takeover of the island and has since acted as patron state to the "Turkish Republic of Northern Cyprus," which only Turkey recognizes. A separatist insurgency begun in 1984 by the Kurdistan Workers' Party (PKK) - now known as the People's Congress of Kurdistan or Kongra-Gel (KGK) - has dominated the Turkish military's attention and claimed more than 30,000 lives. After the capture of the group's leader in 1999, the insurgents largely withdrew from Turkey mainly to northern Iraq. In 2004, KGK announced an end to its ceasefire and attacks attributed to the KGK increased. Turkey joined the UN in 1945 and in 1952 it became a member of NATO; it holds a non-permanent seat on the UN Security Council during 2009-10. In 1964, Turkey became an associate member of the European Community. Over the past decade, it has undertaken many reforms to strengthen its democracy and economy; it began accession membership talks with the European Union in 2005.
    - https://www.cia.gov/library/publications/the-world-factbook/geos/tu.html

SUMMARY OF POLLS

WEST & CENTRAL ASIA

Turks Optimistic Country Headed In Right Direction

A recent survey suggests increasing optimism in Turkey since IRI's May 2010 poll. Fifty-three percent of respondents believe that Turkey is heading in the right direction – a 10 percentage point increase from May. Similarly economic optimism has also increased. (Infakto Research Workshop/IRI)

November 19, 2010

Support For Mid Term Elections Creeps Up In Pakistan

According to a Gilani Research Foundation survey carried out by Gallup Pakistan, support for mid term elections has crept up during the last two years. 38% now support the mid term elections, 42% oppose. (Gallup Pakistan)

November 15, 2010

SOUTH ASIA

Indians' Economic Optimism Rebounds in 2010

Indians' economic optimism rose significantly in 2010 after tumbling amid the global recession. Between 2007 and 2009, the percentage of Indians who thought their local economic conditions were getting better dropped from 52% to 37%, but rebounded to 45% in 2010. (Gallup USA)

November 19, 2010

Education and Water Resource Management are Critical Areas for Sustainable Development In India

While public awareness and concern about sustainable development issues are growing, opinion leaders are less optimistic that real progress is being made on sustainable development in India, according to the "BT Sustainable Development (SD) Index – an assessment of business performance in India – 2009-10." (Globescan/BT Sustainable Development Index)

November 22, 2010

SOUTHEAST

Almost Half of Filipinos Dissatisfied With Government Handling Of Maguindanao massacre Case

A recent survey of Filipinos found 47% dissatisfied and 35% satisfied with what the government had done up to that point to resolve the Maguindanao massacre case with justice. (SWS)

November 18, 2010

EAST EUROPE

(Balkan) “New Normal” in the Balkans

After two decades of wars and painful economic transition, Balkan societies appear mistrustful and pessimistic, and they have emigration on their mind. They want change but are sceptical about their ability to influence the outcome. (Gallup Europe/Balkan Monitor)

November 17, 2010

Pharmaceutical Market: Accessibility, Quality, Consumption Of Medicine

Fifty-four percent of Russians use medications from time to time: every fifth use medications regularly (20%), one-quarter (34%) - from time to time. Most of those who consume medications are women rather than men (64% versus 42%), Russians aged above 45 (64-84%), and those with low level of income (68%). (Russian Public Opinion Research Center)

November 1, 2010

WEST EUROPE

(EU) EU Citizens Have a Limited Knowledge of Antibiotics

A recent survey shows that EU citizens have a limited knowledge of antibiotics. Four in ten respondents have used antibiotics recently. More than 9 in 10 say they have taken them on a physician prescription. (TNS/Eurobaromter)

November 15, 2010

(UK)Economic Matters Remain Britain’s Most Important Concerns

Ipsos MORI Political Monitor in November shows high levels of concern about the effects of the spending cuts, particularly to university tuition fees, local public services and policing. People are worried about cuts to public sector jobs, and have little confidence that there will be enough new jobs in the private sector to make up for losses in the public sector. (Ipsos MORI)

November 18, 2010

Britons Want to Launch a Full Inquest into David Kelly’s Death

One-in-four respondents believe the former weapons inspector committed suicide, and almost half are not sure. (Angus Reid)

November 17, 2010

Britons, Football Fans Say Money Rules on English Premier League

One-in-four football fans are “sad” because several EPL teams are now owned by foreigners. (Angus Reid)

November 16, 2010

NORTH AMERICA

U.S. Still Split on Whether Gov't Should Ensure Healthcare

Continuing a change in attitudes first seen last year, Americans remain split on the issue of whether it is the federal government's responsibility to make sure all Americans have healthcare coverage. At the same time, 61% prefer a healthcare system based mostly on private insurance rather than a government-run system. (Gallup USA)

November 18, 2010

Are America's Best Days Behind Us?

While strong majorities say that living under a system of guaranteed individual freedom, hard working people, allowing people to own private property and giving people the chance to go freely from one place to another *were* major contributors in making America great (between 71% and 76% of Americans say so for each), fewer U.S. adults agree that these *will be* major contributors to making America great in the next 10 years (between 58% and 68% say so for each). (Harris Interactive)

November 17, 2010

Despite Bad Economy, Americans Feel Thankful This Year

Despite the economic crisis in the U.S. which has put many out of work and forced others to accept decreased benefits and pay, two in five Americans (41%) say this Thanksgiving they feel that they have *more* to be thankful for than a few years ago. Another two in five (41%) say they have about as much to be thankful for this Thanksgiving, compared to a few years ago and just over one in ten (13%) say they have less to be thankful for this year; 5% say they are not sure. (Harris Interactive)

November 18, 2010

The Decline of Marriage and Rise of New Families

The transformative trends of the past 50 years that have led to a sharp decline in marriage and a rise of new family forms have been shaped by attitudes and behaviors that differ by class, age and race, according to a new Pew Research Center nationwide survey, conducted in association with *TIME* magazine, and complemented by an analysis of demographic and economic data from the U.S. Census Bureau. (Pew Research Center)

November 18, 2010

Access Still Top Health Concern in U.S.; Gov't Role Gains Ground

Americans name healthcare access, followed by costs, as the most urgent health problems facing the country today, as they have in recent years. However, with the renewed debate over healthcare reform in 2009, and passage of President Obama's reform bill in 2010, mentions of both issues have declined over the past two years, while a new concern -- too much government involvement in healthcare -- has emerged. (Gallup USA)

November 17, 2010

Public Knows Basic Facts about Politics, Economics, But Struggles with Specifics

The public sees the big picture when it comes to the changing balance of power in Washington. Over 7 in 10 see Republican Party doing good in Midterm Elections but fewer than half (46%) know that the Republicans will have a majority only in the House of Representatives when the new Congress convenes in January, while 38% can identify John Boehner as the incoming House speaker. (Pew Research Center)

November 18, 2010

Americans Still Perceive Crime as on the Rise

Two-thirds of Americans say there is more crime in the United States than there was a year ago, reflecting Americans' general tendency to perceive crime as increasing. Still, the percentage perceiving an increase in crime is below what Gallup measured in the late 1980s and early 1990s, but is higher than the levels from the late 1990s and early 2000s. (Gallup USA)

November 18, 2010

Ratings of U.S. Healthcare Quality, Coverage Best in 10 Years

Americans' assessments of healthcare quality and coverage in the U.S. are the most positive Gallup has measured in the last 10 years. The public continues to be much more optimistic about quality than about coverage. (Gallup USA)

November 19, 2010

Larger U.S. Companies Are Hiring; Smallest Are Not

Gallup's Job Creation Index was at +10 during the week ending Nov. 14, with 29% of employees reporting that their employer is hiring and 19% saying their employer is letting people go, matching the best monthly performance of 2010. (Gallup USA)

November 19, 2010

Two Thirds of Americans Oppose Lowering the Drinking Age

Less than three-in-ten respondents believe the drinking age should be set at 18 years. (Angus Reid)

November 16, 2010

Dissatisfaction with Health Care Reform Close to 50% in United States

Most respondents believe the cost of health care will increase as a result of the changes signed into law by President Obama. (Angus Reid)

November 18, 2010

Gallup Finds Unemployment Down to 9.2% in Mid-November

Unemployment, as measured by Gallup without seasonal adjustment, declined to 9.2% during the first half of November -- down from 9.4% during the last half of October and 10.0% in mid-October -- and one of the lowest levels of the year. (Gallup USA)

November 17, 2010

More Than 10% of U.S. Adults Sick With Allergies on a Given Day

With the fall allergy season upon us, Gallup-Healthways Well-Being Index data reveal that more than 1 in 10 U.S. adults, on average, report being sick with allergies on any given day of the year. Reports of allergies climb to more than 15% in the fall and exceed 18% in the spring. (Gallup USA)

November 17, 2010

No Early Front-Runner for 2012 GOP Presidential Nomination

Rank-and-file Republicans have no clear favorite for the party's 2012 presidential nomination when asked to choose among a large field of potential candidates. Mitt Romney, Sarah Palin, and Mike Huckabee are essentially tied for the lead, with Newt Gingrich close behind. Preferences have been largely stable since September, though Gingrich and Huckabee have seen modest increases. (Gallup USA)

November 16, 2010

Jobs Climb Higher on Americans' Top Problems List

As the current Congress reconvenes this week for the first time since the midterm elections, the American people would most likely tell their representatives to focus on jobs, the economy in general, healthcare, the overall way the government works, and the federal budget deficit -- in that order. These are the top five issues Americans name as the most important problems facing the country today. (Gallup USA)

November 16, 2010

Republican, Democratic Party Images Stable After Midterms

Americans' opinions of the Republican Party are no better, and their opinions of the Democratic Party are no worse, after the recent midterm elections that saw Republicans make major gains in Congress. This contrasts with other recent midterm elections, in which at least one party's favorable rating either improved or declined in the aftermath of the election. (Gallup USA)

November 15, 2010

Social Offerings, Openness Key to Community Attachment

A community's social offerings, openness, aesthetics, and education are the most likely elements to affect residents' attachment to it, according to a three-year study conducted by Gallup for the John S. and James L. Knight Foundation. Views about these four factors have consistently outranked views about basic services, leadership, the local economy, safety, and more -- in terms of how residents feel about where they live. (Gallup USA)

November 15, 2010

November Christmas Spending Estimate Outpaces 2009

Americans currently predict they will spend $714 on Christmas gifts this year -- well exceeding the $638 they forecast in November a year ago for the 2009 holiday season, but still trailing the pre-recessionary November forecasts recorded over most of the last decade. (Gallup USA)

November 15, 2010

Most Canadians See Drivers Holding Cell Phones, Despite Existing Bans

Four-in-five respondents would welcome a federal regulation that would ban the use of hand-held cell phones while driving. (Angus Reid)

November 17, 2010

Canadians Disagree with Court on Interrogations Without Legal Counsel

Most respondents agree with the way the Supreme Court handled the cases related to journalistic sources and sexual abuse by a priest. (Angus Reid)

November 15, 2010

MULTI-COUNTRY SURVEYS

More Than One in Seven Young Arabs Plan to Start a Business

Young Arabs show a relatively high interest in launching businesses in the next year. Overall, 15% of 15- to 29-year-olds across the Arab League member countries Gallup surveyed in 2010 plan to launch a business in the next 12 months, compared with 4% of young people in North America or Europe. (Gallup USA)

November 17, 2010

CYBERWORLD

Significant Rise In Broadband Internet Technology; Mobile Broadband Gains Traction And Influence

According to the study, mobile broadband penetration now reaches one-quarter (25%) of all U.S. households, primarily with cell phones, Smartphones and other hand-held wireless devices. This penetration is expected to accelerate rapidly as Smartphone adoption grows, choices among data plans expand and consumers continue to adapt their online behaviors to exploit this technology. (TNS USA)

November 8th, 2010

WEST & CENTRAL ASIA

Iri Poll: Turks Optimistic Country Headed In Right Direction

November 19, 2010

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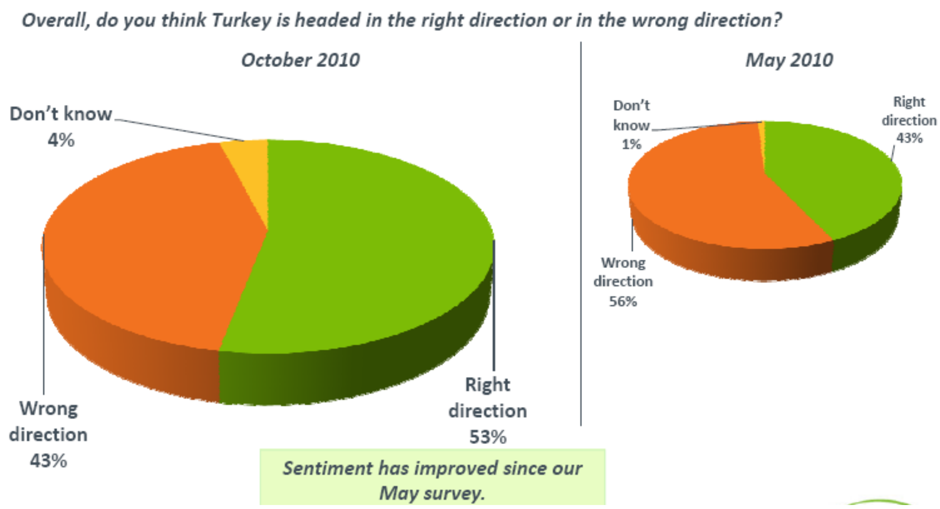
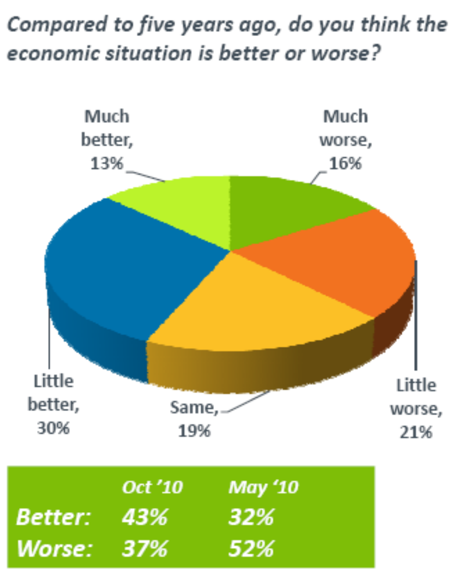
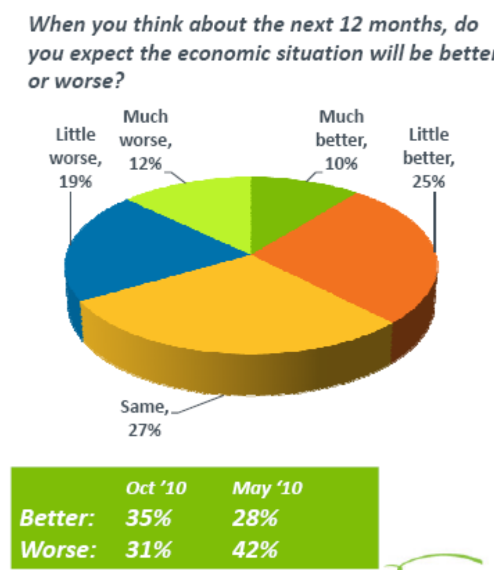


Unemployment and security are of particular concern to voters, and were identified as the most important issues in the next general elections. Turks also indicated that they want to hear more from politicians about unemployment. When asked to evaluate the performance of the government on a range of issues, fighting unemployment received the lowest average rating: 3.85 on a 10 point scale. The government scored highest on the issues of health care and protection of religious freedom.





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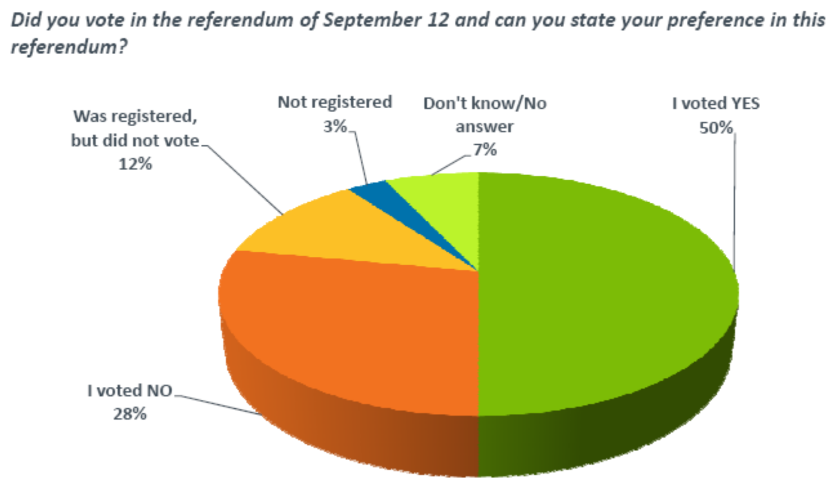

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Support For Mid Term Elections Creeps Up During The Last Two Years; 38% now in favor, 42% opposed

According to a Gilani Research Foundation survey carried out by Gallup Pakistan , support for mid term elections has crept up during the last two years. 38% now support the mid term elections, 42% oppose.
November 15, 2010

n two different surveys, a nationally representative sample of men and women from across the country were asked the following question: *"Some people believe that mid term elections should take place in the current circumstances while others think they should not. Do you support mid term elections or not?"* In 2010 September 38% supported the mid term elections as opposed to 42% who were against them. 20% gave no response. The comparable figures in response to the same question in February 2009 were: 30% favoured the mid term elections while 38% did not. A considerable 32% gave no response.

"Some people believe that mid term elections should take place in the current

circumstances while others think they should not. Do you support mid term elections or not?"

The table below shows that support for new elections has risen quite sharply among PPP voters. Only 33% of them support a mid term election but the figure is twice as high as 18 months ago, when it stood at 17%.

SUPPORT	February 2009	September 2010	CHANGE
Among All	30%	38%	+8%
Among PPP Voters	17%	33%	+16%
Among PML Voters	39%	43%	+4%

The study was released by Gilani foundation and carried out by Gallup Pakistan , the Pakistaniaffiliate of Gallup International. The recent survey was carried out among a sample of 2710 men and women in rural and urban areas of all four provinces of the country, during September 2010. Error margin is estimated to be approximately ± 2-3 per cent at 95% confidence level.

Source: Gallup Pakistan

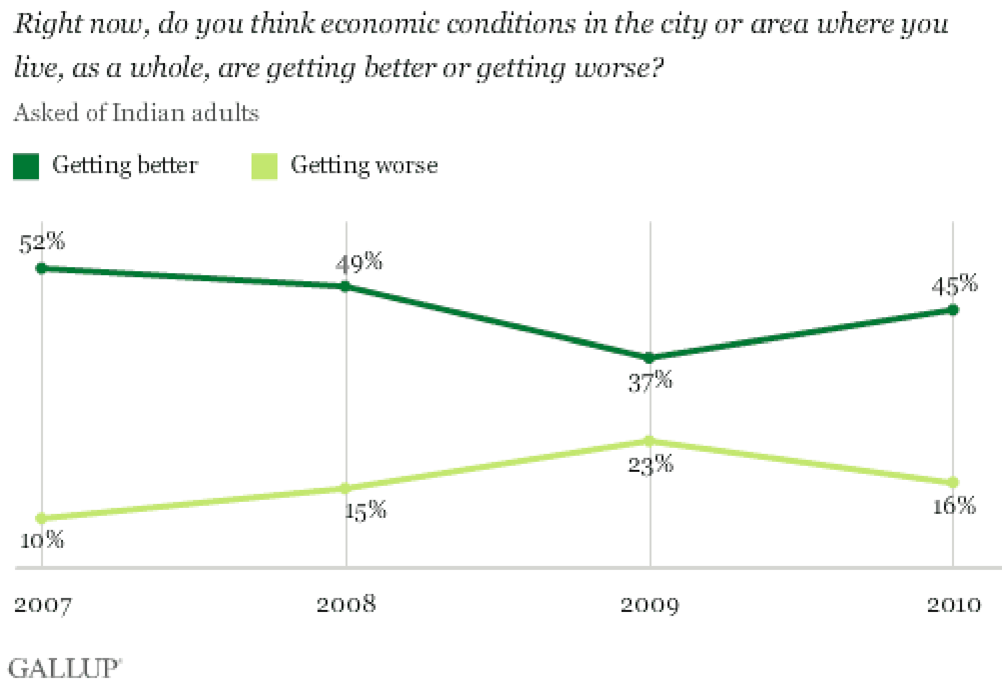
SOUTH ASIA

Indians' Economic Optimism Rebounds in 2010

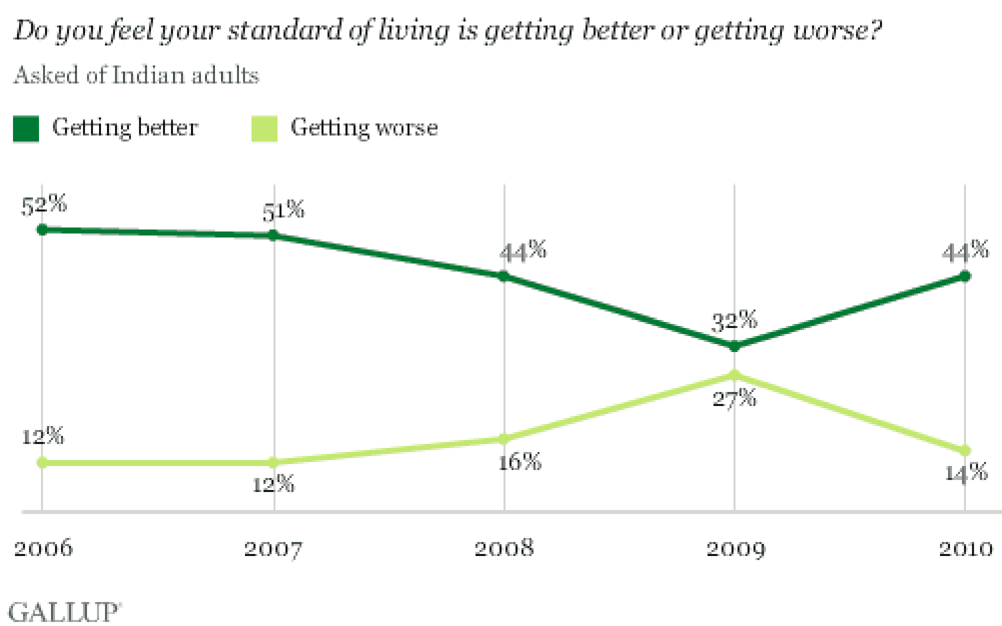
Perceptions about the job market lag, getting worse in less developed areas

November 19, 2010

Indians' economic optimism rose significantly in 2010 after tumbling amid the global recession. Between 2007 and 2009, the percentage of Indians who thought their local economic conditions were getting better dropped from 52% to 37%, but rebounded to 45% in 2010.



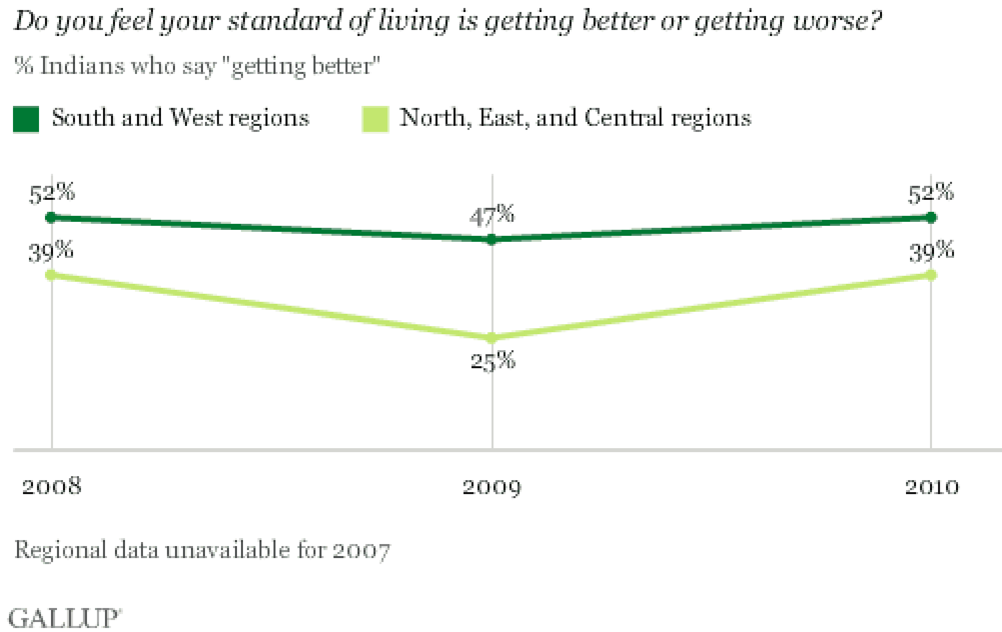
Indians' perceptions about their own standard of living follow a similar pattern. This year, 44% of Indians say their standard of living is improving, up from 32% last year. This year's figure is identical to the finding from July 2008, before the severity of the global downturn was fully apparent.



This rising optimism synchs with reported economic growth. After dipping below 6% in 2008/2009, India's real GDP growth exceeded 7% in 2009/2010 and is expected to approach 9%

this year. However, the country's prosperity is spread unevenly. Large income disparities exist between urban and rural areas and across regions.

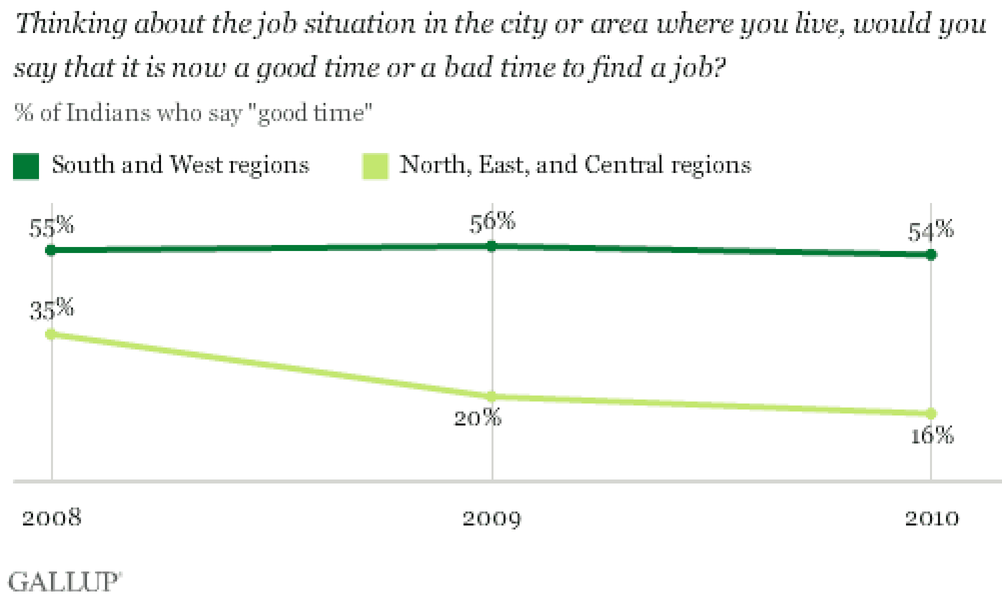
Regional results indicate the recession's effects were more severe for some Indians than others. The country's South and West regions are where industrial activity and the IT sector are concentrated, and they include major economic hubs of Bangalore and Mumbai. In these regions, 52% say their standard of living is improving vs. 39% in the less developed North, Central, and East regions. Though optimism has rebounded in urban and rural areas, the recession in 2009 affected India's poorer regions more dramatically.



Views About the Job Market Yet to Rebound

Most of Gallup's indicators of economic optimism in India turned upward in 2010, with one significant exception: The proportion of Indians who say it is a good time to find a job in their city or area remained flat at about one-third. Employment rates tend to lag behind other indicators of economic improvement, as economists have noted in reference to high ongoing jobless rates in the United States and other countries, because employers hesitate to resume hiring until they are convinced of a robust recovery.

India may be particularly susceptible to a "jobless recovery" because its labor force is growing rapidly and because most of India's growth is based on skill-intensive activities, rather than labor-intensive activities that would employ more people. That means large swaths of Indians are unable to participate in fueling the country's economic growth. Significant regional differences in perceived job opportunities reflect this. A majority of Indians living in the southern and western states (54%) say now is a good time to find a job; this figure has hardly moved over the last two years. By contrast, 16% of Indians in the northern, eastern, and central states say it is a good time to find a job, down from 35% in 2008.



Implications

Any rebound in Indians' economic optimism should be welcome news not just to the Indian government, but also to a global community eyeing the country's emerging markets. In an editorial published in India during President Barack Obama's visit there last week, U.S. Treasury Secretary Timothy Geithner praised India's "balanced growth," citing its reliance on domestic demand and exports.

However, Gallup's data also make it clear that not all Indian consumers are likely to increase demand. Stark inequalities remain between regions that have enjoyed rapid economic development and those that have not. These inequalities have also triggered social instability, including the rise of a Maoist insurgency in eastern and central India and secessionist groups in the Northeast. The Indian government has promised to make the country's growth more inclusive by investing heavily in rural education, health, and infrastructure. Future surveys will help gauge how successful these efforts are in closing India's "optimism gap."

Survey Methods

Results are based on face-to-face interviews with 6,000 Indian adults, aged 15 and older, conducted in June 2010. For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error in 2010 is ±1.7 percentage points. The sample sizes and margins of error for previous surveys were as follows: February 2006: 2,100 adults, ±3.6 percentage points; May 2007: 3,186 adults, ±2.1 percentage points; July 2008: 2,000 adults; ±3.4 percentage points; November 2009: 3,010 adults, ±2.6 percentage points. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Regional results group India's 20 states as follows: 1) Central: Chhattisgarh, Madhya Pradesh; 2) East: Bihar, Jharkhand, Orissa, West Bengal; 3) West: Gujarat, Maharashtra; 4) North: Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir, Punjab, Rajasthan, Uttar Pradesh, Uttarakhand; and 5) South: Andra Pradesh, Karnataka, Kerala, Tamil Nadu.

Education and Water Resource Management are Critical Areas for Sustainable Development Says BT Index

New Delhi, November 22, 2010

While public awareness and concern about sustainable development issues are growing, opinion leaders are less optimistic that real progress is being made on sustainable development in India, according to the "BT Sustainable Development (SD) Index – an assessment of business performance in India – 2009-10."

The BT SD Index, which is in its second year, has been developed in partnership with GlobeScan, an independent public opinion and stakeholder research company. Through a survey of senior opinion leaders across India, the index measures the performance of business and the progression towards sustainable development over time.

This year's BT SD Index reveals that while corporate performance in India continues to be strongest on ensuring long-term economic growth, sustainability issues such as water resource management have emerged as the most urgent issues needing attention in India. Education (79%), health/healthcare and long-term economic growth (73% each), and climate change (71%) are also seen as critical issues needing attention.

Commenting on the Index, Dr. R. K. Pachauri, Director General, TERI, said, "Major social challenges can't be addressed by only governments and NGOs; the role of business is crucial. While India Inc are facing the issues of Sustainable Development head on, there is still a long road ahead. Businesses can't succeed in societies that fail."

Speaking about the findings, Mr. Arun Seth, Chairman, BT India said, "As India moves ahead to the next stage of its social and economic transformation, it is paramount that critical investment is made into tackling the issues of sustainable development. While both government and business have realised the urgency of this action, there is still much more activity and development of this area that needs to be undertaken to ensure 'real change' and forward progress." Seth continued, "Both government and corporations are now engaging in the dialogues and creating the platforms that will hopefully provide the greatest potential for making progress on the majority of sustainable development issues."

Indian companies are taking positive steps towards sustainable development, though opinion is divided as to whether companies are truly committed or just "greenwashing." The overall performance of the corporate sector needs to be more fully developed. Seventy-one per cent of India's opinion leaders surveyed point to a lack of political will, while 55 per cent feel that lack of awareness around sustainable development issues is the main cause of inaction. The study results reflect perceptions and not actual performance.

“Compared to last year, opinion leaders give lower marks to Indian business performance on sustainability. However, they also perceive increased sustainability and CSR activity coupled with a heightened sense of urgency. In this respect India joins other countries where our polling shows a widening gap between expectations and perceived performance of business.” said Doug Miller, Chairman, GlobeScan.

Globally, Japan, the European Union, and the United States are all considered to be making progress on sustainable development by at least half of opinion leaders. India continues with lower ratings as a developing nation, still having much ground to gain on the leaders.

While there are negative views of India’s progress, a majority of Indian leaders feel that the government and companies are taking more action towards sustainable development and anticipate an increase in activity related to corporate social responsibility/sustainability programs within their own organisations in the next 12 months.

Note to Editors

The matrix below plots Opinion Leader’s ratings of performance (horizontal axis) for each of the 12 sustainability criteria areas against the relative importance of the criteria areas (vertical axis). The greater the “importance” value, the greater the impact of any changes in performance in that area on Opinion Leaders’ overall view of how companies are doing on sustainable development.

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About GlobeScan

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About the Index

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SOUTHEAST ASIA

Third Quarter 2010 Social Weather Survey:

47% dissatisfied with government handling of the Maguindanao massacre case; 70% closely followed the news about it

Social Weather Stations

The Third Quarter 2010 Social Weather Survey, conducted from September 24-27, 2010, found 47% dissatisfied and 35% satisfied with what the government had done up to that point to resolve the Maguindanao massacre case with justice, for a *poor* net satisfaction rating of -12 (% *satisfied* minus %*dissatisfied*). The remaining 18% were neither satisfied nor dissatisfied.

This compares to December 2009, when 44% were dissatisfied and 41% satisfied, or a *neutral* -2 net satisfaction rating, correctly rounded [*Chart 1*].

The survey also found that the news on the Maguindanao massacre was followed *very/somewhat closely* by 70% of the public.

Dissatisfaction worsened in all areas except Balance Luzon

Compared to December 2009, the net satisfaction rating of the government in handling the Maguindanao massacre case worsened from *neutral* to *poor* in all areas except in Balance Luzon.

It worsened by 28 points in the Visayas, from a *neutral* +1 to a *poor* -27, by 15 points in Metro Manila, from a *neutral* -8 to a *poor* -23, and by 11 points in Mindanao, from a *neutral* -6 to a *poor* -17 [*Chart 2*].

It stayed *neutral* in Balance Luzon, from net -1 to +1.

70% closely followed the news on the Maguindanao massacre

Seven out of ten (70%) adults had been following *very/somewhat closely* the news about "Events regarding the Maguindanao massacre" ("Mga kaganapan tungkol sa Maguindanao massacre") [*Chart 3*].

The news about the Maguindanao massacre was followed *very/somewhat closely* by 77% in Mindanao, 73% in Metro Manila, and 68% in both Balance Luzon and the Visayas.

People following the news on the Maguindanao massacre case *very/somewhat closely* rated the government better than those following the news *just a little/not at all*. The former gave the government a *neutral* net satisfaction rating of -9 (38% satisfied, 47% dissatisfied), whereas the latter gave it a *poor* net satisfaction rating of only -18 (30% satisfied, 47% dissatisfied, correctly rounded) [*Chart 4*].

Survey Background

The September 2010 Social Weather Survey was conducted from September 24-27, 2010 using face-to-face interviews of 1,200 adults in Metro Manila, the Balance of Luzon, Visayas, and Mindanao (sampling error margins of ±3% for national percentages, ±6% for area percentages).

The area estimates were weighted by National Statistics Office medium-population projections for 2010 to obtain the national estimates.

The Social Weather Survey items on the Maguindanao massacre case are non-commissioned, and were included on SWS's own initiative and released as a public service, with first printing rights assigned to*BusinessWorld*.

SWS employs its own staff for questionnaire design, sampling, fieldwork, data-processing, and analysis, and does not outsource any of its survey operations.

[SWS terminology for Net Satisfaction Ratings: +70 and above, "excellent"; +50 to +69, "very good"; +30 to +49, "good"; +10 to +29, "moderate", +9 to -9, "neutral"; -10 to -29, "poor"; -30 to -49, "bad"; -50 to -69, "very bad"; -70 and below, "execrable"]. A single-digit net satisfaction is considered not significantly different from zero.

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Chart 1

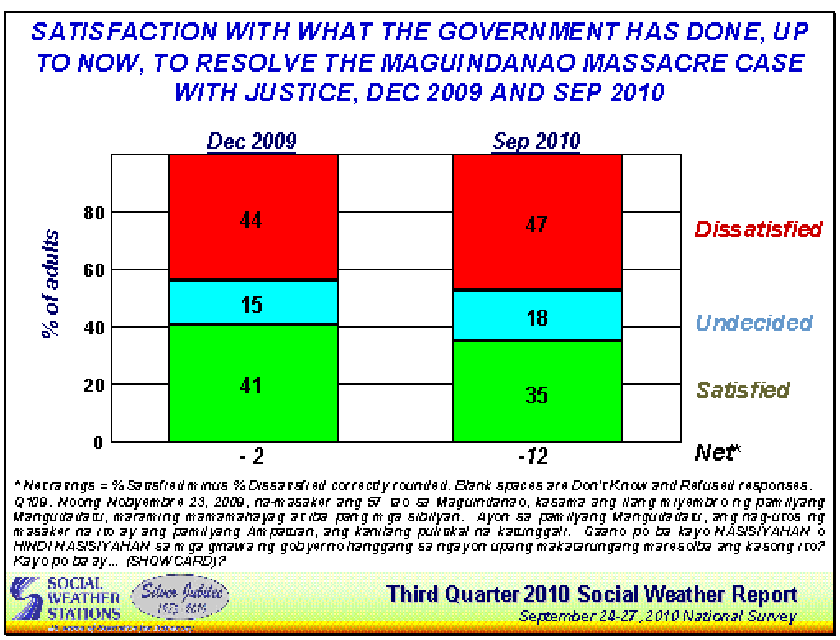


Chart 2

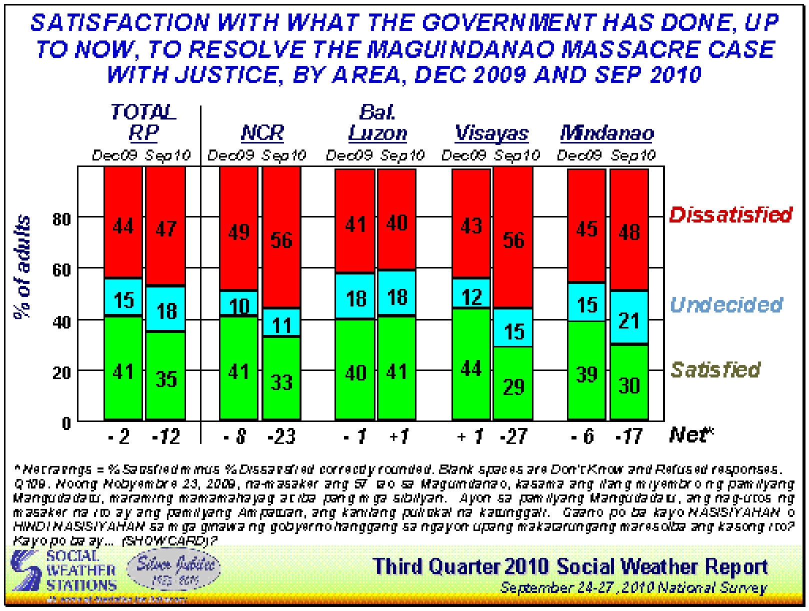


Chart 3

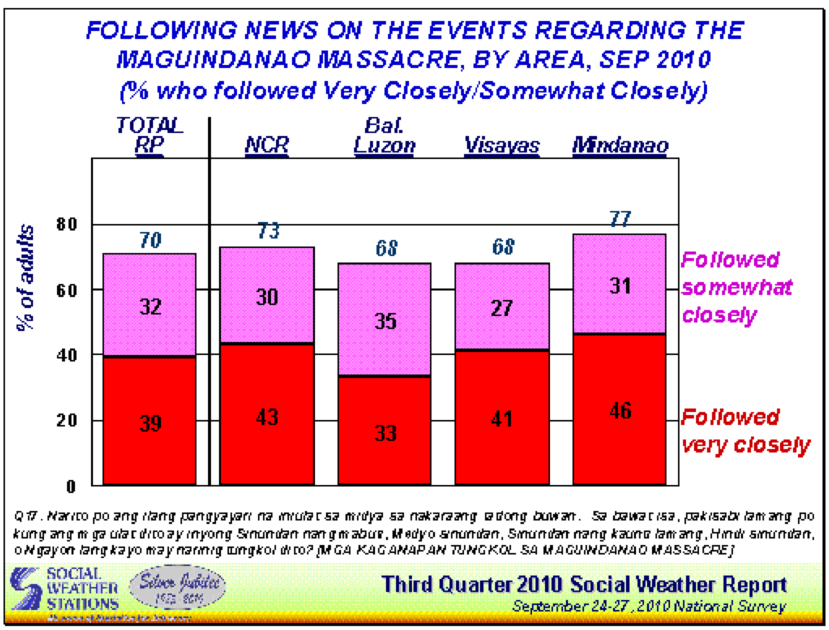
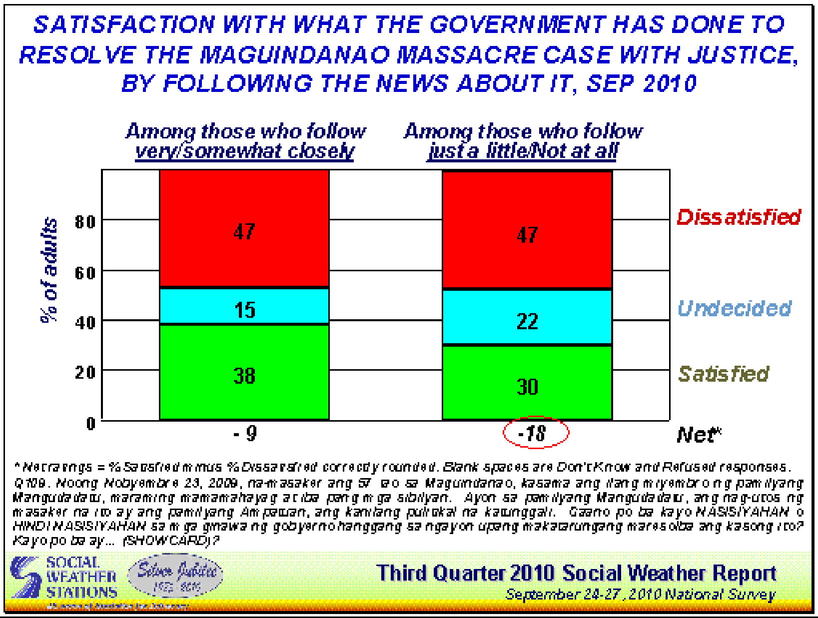


Chart 4



EAST & CENTRAL EUROPE

The “New Normal” in the Balkans
November 17, 2010

After two decades of wars and painful economic transition, Balkan societies appear mistrustful and pessimistic, and they have emigration on their mind. They want change but are sceptical about their ability to influence the outcome. The people have overcome some fears but no longer have any illusions. They prefer to retreat into their private lives rather than engage with politics. The vast majority of Serbs, Croats, Macedonians and citizens of Bosnia and Herzegovina say that no political party or politician expresses their views. When asked to say who they trust, most citizens have little faith in national institutions – just like Saramago’s faceless citizens, who voted by rejecting all choices.

Ten years after the last war in the region, the Balkans still represent a collection of frustrated protectorates and weak states. Bosnia and Kosovo are trapped in the labyrinth of the politics of semi-independence; Albania, Montenegro and Macedonia are small and claustrophobic republics modelled on Berlusconi’s Italy, where the governments are populist and to an extent popular, and where the opposition is discouraged and discouraging at the same time. Serbia has been shocked not only by the loss of Kosovo but also by the absence of public outrage when the territory – often seen as a symbol of Serbian patriotism – was lost (a well-known Serbian journalist told me recently that putting Kosovo on the cover page was the best way to lose readers). Then we have Croatia, where its people are split in their judgment as to whether joining the EU is actually a good or a bad thing. What many Croats and Serbs agree on is that paying taxes is a waste of money.1 And when it comes to economic hopes, it is depressing to read that the majority of unemployed, in all countries with the exception of Serbia, fear that they will not be able to find a job in the next 12 months.

But if we look beyond the striking number of people who distrust governments and judicial systems, beyond the number of those who see corruption rising and solidarity in decline, you will

see that people tend to be happier than expected and more ready to trust a stranger than you would ever dared to have hoped. What you will see is the outline of a “new normal” in the Balkans. The citizens of the region are learning to live in dysfunctional states and badly governed democracies, and they are also learning the art of bearable dissatisfaction.
While the vast majority do not fear that their countries will go back to war (Macedonians are the most concerned about the return of a military conflict), Balkan societies have lost the hope that post-war economic growth and a return to everyday life will easily be restored.

Reading the results of the *Gallup Balkan Monitor*, one could conclude that the EU has lost its magic but has not lost its importance. It is true that faced with the choice of keeping the constitutional name of the country or of compromising with Greece for the benefit of joining the Union, Macedonians are resolutely sticking to their guns. Serbs also say that it is more important to pretend that Kosovo is part of Serbia than to join the EU. But declarations are one thing and reality is another. It is clear that if the citizens of the region have any realistic hope of a better life and political stability, then that has to be related to the prospect of their country joining the EU. And this is even true for Croatia. In the *Balkan Monitor* poll, Croats’ euro-scepticism could be seen more as a way for the country to declare its proud European identity than as a real desire to stay outside of the Union.

The contradictory dynamics of the support, in Albania and Kosovo, for the idea of a Greater Albania is the best illustration of how important an EU perspective is for the region. This year, in comparison with 12 months ago, public support for a Greater Albania has dramatically declined in Albania and dramatically increased in Kosovo. The explanation for these contradictory trends is quite obvious –while Albanians expect lifting of the visa restrictions for travel in the EU to take place till the end of the year, only 7% of Kosovars see freer travel coming soon; 38% think it will only come with the international recognition of the country.

However, in a paradoxical way, the Balkans are more a part of Europe than any of the most ardent advocates of EU enlargement can begin to imagine. All the problems that the region faces are European issues and not predominately Balkan ones.

The questions that people in the region ask themselves are not related to the past, they are related to the future. How will Balkan economies grow in postcrisis Europe? How will the multicultural institutions, built after a decade of war and fervent nationalism, be sustained at a time when leading European politicians are heard to say that multiculturalism is dead? How can institutional arrangements, made in order to stop the war, be transformed into an effective guarantee for a common future? The conspiracy of post-war arrangements, rhetoric about “collective rights”, and economic under-development has eroded some of the initial optimism that swept the region at the beginning of this century. But the real crisis in the Balkans is not simply the dysfunctionality of the existing institutions but is rather inbuilt in the very models that Balkan societies are trying to implement. In the days of the Ohrid Agreement it was popular to tell Macedonians that what the Agreement offered them was the prospect of being another Belgium. Now, one has to ask if Macedonians want their country to become another Belgium, bearing in mind the wasteful and complicated way in which Belgium functions today.

Indeed, can anyone promise Macedonians that in the next 10 or 20 years Belgium will not implode? Focused on their own problems, Europeans do not have time to think about how the crisis in the Union impacts the countries on Europe's periphery. This should change. The Balkan's "new normality" is very much a reflection of Europe's "new normality".

Main Findings

Life Satisfaction and Country Development

• In all countries of the Western Balkans, more than half of respondents reported difficulties in being able to manage on their households' income; this share ranged from 52% in Croatia to 78% in Serbia. Compared to 2009, in Serbia, Montenegro, Albania, Kosovo and Bosnia and Herzegovina, more people now reported difficulties in making ends meet. In Kosovo the proportion of respondents with financial difficulties has risen by 19 percentage points to 54%.

• Balkan residents were also rather pessimistic regarding their economies' future developments. Croatia was the only country where respondents were more optimistic than they were a year ago. However, in Croatia as well as other Balkan countries, respondents feeling that the situation was getting worse clearly outnumbered those feeling the opposite. In Bosnia and Herzegovina, Serbia and Croatia, about two-thirds of respondents expected to see a further economic downturn.

• In Macedonia and Serbia, positive signals were registered concerning the job market. The shares of unemployed respondents who were optimistic about finding a new job within the 12 months following the survey rose by eight percentage points in Macedonia to 24% and by six points in Serbia to 45%.

Attitude Towards EU

• Granting visa-free travel to Montenegrins, Macedonians and Serbs did not automatically translate into higher levels of EU support in all of those countries. While in Montenegro the proportion of respondents saying that the EU was a *good thing* increased by six percentage points to 73%, in Macedonia and Serbia the respective shares fell from 62% to 60% and from 50% to 44%. Support for the EU also dropped by five points in Croatia to 28%.

• As in 2009, the current survey showed that in all Balkan countries, except Croatia, majorities of respondents would vote in favour of their country joining the EU; proportions ranged from 63% in Serbia to 93% in Albania. In Croatia, those who would vote against their country's accession outnumbered those who would vote 'Yes' (43% and 38%, respectively).

• In most countries, majorities felt that EU citizens wanted their countries to join the Union – except in Serbia, where the share of people feeling that they would be welcomed in the EU has dropped from 53% to 41% in the past year. In all countries except in Serbia and Kosovo, increasing levels of respondents believed that EU citizens would appreciate their countries' accession to the Union.

• Respondents in Bosnia and Herzegovina have become much more optimistic regarding their country's EU accession date. While in 2009, the average date estimated by interviewees in the country was 2022, Bosnian respondents now, on average, believed that their country might join as early as 2018.

Satisfaction and Trust in The Regions' Institutions

• Relative majorities of respondents in Albania, Kosovo and Montenegro were satisfied with their countries' government. In Serbia, Croatia and Bosnia and Herzegovina, respondents were at least three times as likely to disapprove of their countries' government as to be satisfied.
Albania was an exception: its citizens' approval of the government has increased strongly by 17 percentage points (to 48%) since 2006.

• The current wave of the *Balkan Monitor* shows that citizens in the Balkan states, except in Serbia, now feel more represented by politicians or a political party than they did previously. Albanian respondents were the most likely to feel represented politically (60%), followed by Kosovars (54%) and Montenegrins (46%). In the remaining countries, however, about twothirds of survey participants still did not feel sufficiently represented by their politicians.

• Religion is gaining importance for most ethnic groups in the Western Balkans. The only groups that placed less importance on religion were Macedonian nationals and Bosniaks in Bosnia and Herzegovina.

Corruption and Organized Crime

• Majorities in all Balkan states believed that corruption in government and businesses was widespread. In Kosovo, interviewees were most likely to believe that the level of corruption in government was high (91%); Montenegrins were the least likely to say this (50%, no change). The biggest difference in the past 12 months was registered in Kosovo, where the proportions of those believing that their government was corrupt rose by eight percentage points.

• Albanians were the least inclined to believe in widespread corruption in the business world (56%, down from 67% in 2009), compared to more than 9 in 10 Croats (93%, up 1 point) who thought that this was common practice in their country.

• A positive development was found concerning the perceived levels of petty corruption. In all Balkan states, with the exception of Croatia (that, however, continues to have among the lowest levels of experienced petty corruption), the share of those respondents who had been confronted with a concrete example of corruption decreased compared to 2009.

Migration and Mobility

• As in earlier survey waves, respondents across the Western Balkans were more prone to see *better opportunities abroad* than at home. Notable developments were registered in Albania and Kosovo, where the numbers seeing better opportunities outside their country have fallen dramatically since 2008: by 25 percentage points in Kosovo (to 48%) and by 12 points in Albania (to 52%). The opposite was seen in Croatia and Montenegro, where the shares of interviewees seeing better chances abroad have increased (since 2008) by 17 points (to 48%) and by 14 points (to 52%), respectively.

• More than 4 in 10 (42%) Albanian respondents would like to move to another country, followed by roughly a third of Macedonians and Kosovars (31%-34%). However, just 14% of Albanian interviewees with a desire to migrate (or 6% of the total number of respondents) said they had concrete plans to move abroad.

Balkans' Challenges: Ethnic Relations and Future of The Region

• Most Balkan citizens did not anticipate another armed conflict in the region; proportions of those respondents holding this view varied between 62% in Serbia and 88% in Croatia. A notable change was registered in Bosnia and Herzegovina: since 2009, the share of interviewees thinking that the risk of war was not imminent has increased sharply by 22 percentage points to 49%. Respondents in Macedonia and Serbia were the most likely to say that it was *probable* or *certain* that war would break out in the region (28% and 24%, respectively).

• In Albania and Kosovo, the share of respondents finding neighbourly relations *too strong* has risen significantly in the past year (from 15% to 30% in case of the former and from 6% to 16% in case of the latter country). Meanwhile, in Macedonia, Montenegro and Croatia, people were more inclined, than in 2009, to think that relations were *just about right* and did not need strengthening.

• As in the previous wave, the highest shares of respondents advocating more regional cooperation were found in Bosnia and Herzegovina (69%), Serbia (64%) and Macedonia (60%).

(Russia) Pharmaceutical Market: Accessibility, Quality, Consumption Of Medicine

Only 22% of Russians have enough money to purchase medicine.

MOSCOW, November 1, 2010. Russian Public Opinion Research Center (VCIOM) presents the data about the results of the survey devoted to the specifics of the consumption of medications by Russians.

Fifty-four percent of Russians use medications from time to time: every fifth use medications regularly (20%), one-quarter (34%) - from time to time. Most of those who consume medications are women rather than men (64% versus 42%), Russians aged above 45 (64-84%), and those with low level of income (68%).

The overwhelming majority of medications (88%) are purchased for personal savings, provided that for many Russians (77%) cost of medications seems to be quite expensive: 58% assess the cost as being substantial, and 19% report they do not even have money to buy medications they need (30% of such respondents among constant medications` consumers). Only 22% of Russians can easily afford medicine.

Russians get information about medicine from experts such as physicians (62%), pharmacists (37%), doctors who they are familiar with (12%). Only 10% and 1% respectively put attention to the advertising in the Internet.

Most of respondents are in favor of domestically produced medicine:the shares of those who use Russians medicine to treat mild or serious diseases are 37% and 27% respectively. Foreign medicine is chosen by 14% and 19% respectively. At the same time, the country of production does not matter for 37% of medicine consumers in case of mild disease and for 35% - in case of serious disease.

Those who prefer domestic medicine do so because they just like Russian medicine (39%). Besides, they choose Russian medicine because it is reliable and safe (27%), and have affordable price (12%). Only 5% of respondents point out high quality of Russian medicine.

Those who are in favor of foreign medicine mention quality (27%). Besides, 18% think foreign medicine is safe, 11% - more effective. Twenty-five percent of respondents use only foreign medicine.

The initiative Russian opinion polls were conducted on October 9-10, 2010. 1600 respondents were interviewed at 138 sampling points in 46 regions of Russia. The margin of error does not exceed 3.4%.

Do you take medication? If yes, how often? *(close-ended question, one answer)*

	Total	**Age**				
		Men	**Aged 18-24**	**Aged 25-34**	**Aged 35-44**	**Aged 45-59**
Often	**20**	13	5	8	8	19
From time to time	**34**	29	22	30	36	45
Almost never	**45**	57	71	62	53	35
Hard to tell	**1**	1	2	1	2	1

Which medicine do you often use? *(close-ended question, one answer)*

	Total	**Financial self-assessment**		
		Very good, good	**Average**	**Very bad, bad**
I have the right to buy subsidized medicine; most of the time I buy subsidized medicine	**11**	5	10	15
I have the right to buy subsidized medicine but I prefer to buy medicine for my own money	**12**	8	11	14
I do not have the right to buy subsidized medicine; most of the time I buy the medicine prescribed by my doctor	**39**	44	38	43
I do not have the right to buy subsidized medicine; most of the time I buy medicine not prescribed by physician	**37**	40	40	28
Hard to tell	**1**	3	1	1

How would you assess your financial ability to purchase medicine? *(close-ended question, one answer)*

	Total respondents	**Purchasing medicine**	
		Subsidized medicine	**Medicine purchased for your own**

			money
I can afford any medicine needed	**21**	10	22
I can buy all the medicine I need but the cost is quite high for me	**58**	56	58
I feel the lack of money even when I buy the medicine I need	**19**	25	19
Hard to tell	**2**	9	1

Where do you get the information about medications? *(close-ended question, not more than two answers)*	
From physicians, at hospitals	**62**
From pharmacists, at drugstores	**37**
From relatives, friends	**17**
From relatives or friends of doctors	**12**
Advertisement (TV, radio, advertising information)	**10**
Internet	**1**
Other	**2**
Hard to tell	**2**

Does the country of production (domestic or foreign) matter to you when choosing medicine to treat mild diseases? *(close-ended question, one answer)*

	Total respondents	**Financial self-assessment**		
		Very good, good	**Average**	**Bad, very bad**
Yes, the country matters; I prefer domestic medicine	**37**	31	37	39
Yes, the country matters; I prefer foreign medicine	**14**	21	15	9
It does not matter to me	**37**	40	37	37
I do not have mild diseases	**2**	0	2	3
Hard to tell	**10**	8	9	11

Does the country of production (domestic or foreign) matter to you when choosing medicine to treat serious diseases? *(close-ended question, one answer)*

	Total	**Financial self-assessment**

	respondents	Very good, good		Very good, good
Yes, the country matters; I prefer domestic medicine	**27**	20	26	32
Yes, the country matters; I prefer foreign medicine	**19**	23	21	15
It does not matter to me	**35**	36	35	35
I do not have diseases	**6**	5	7	5
Hard to tell	**13**	16	12	13

All other things being equal, I would prefer domestic medicine which is ... *(open-ended question, any number of answers)*

	Total respondents
Domestic	**39**
More reliable, safe; fewer fakes, stricter control	**27**
Lower prices	**12**
Higher quality	**5**
More effective	**3**
I depends on the medicine	**1**
Less harmful to health, fewer side effects, useful	**1**
Familiar to me	**3**
Hard to tell	**15**

All other things being equal, I would prefer foreign medicine which is ... *(open-ended question, any number of answers)*

	Total respondents
Higher quality	**27**
Foreign	**25**
More reliable, safe; fewer fakes, stricter control	**18**
More effective	**11**
Popular and easy to find	**2**
Prescribed by the doctor	**2**
Less harmful to health, fewer side effects, useful	**1**

Hard to tell	**15**

WEST EUROPE

(EU) EU Citizens Have a Limited Knowledge of Antibiotics

Summary of Findings

The results of this survey enable us to identify behavioural patterns in the use of antibiotics in the European Union, and also give us a better idea of public knowledge on this subject. Finally, they provide us with information on the possible impact of an antibiotic awareness campaign.

1. The use of antibiotics
- Forty percent of Europeans said that they had taken antibiotics in the last twelve months, either in the form of tablets, powder or syrup. This result is very much in line with the 2002 survey result (that survey was conducted in the then 15 Member States).

- More than nine out of ten Europeans (95%) said that they had obtained antibiotics on prescription or directly from a medical practitioner. Only 3% of respondents had obtained them without a prescription from a pharmacy and 2% said that they had some left over from a previous course of treatment.

- Nevertheless, this European average conceals fairly significant differences between Member States, with respondents in southern European Union countries being the most likely to use antibiotics.

- Similarly, contrary to expectation, young people in the 15 to 24 age group are the most likely to have taken antibiotics during the past year.

2. Knowledge of antibiotics
- There is room for improvement as regards knowledge of antibiotics. One in five respondents (20%) said they had taken antibiotics to treat flu, although we know that antibiotics do not act against viruses. 14% also said that they had taken antibiotics for a cold.

- Only 20% of respondents made no errors when asked whether four statements regarding antibiotics were true or false.

o 53% of Europeans wrongly said that the statement “antibiotics kill viruses” was true; o 47% of Europeans wrongly believed that “antibiotics are effective against colds and flu”; however a similar number of respondents (46%) also believed that the statement was false; o on the other hand, the vast majority of respondents (83%) were aware that the unnecessary use of antibiotics makes them ineffective; o similarly, more than two out of three respondents (68%) were aware that antibiotics can cause side-effects such as diarrhoea.

3. Antibiotic awareness campaigns

- More than one in three Europeans (37%) remembered receiving information advising against taking antibiotics unnecessarily during the last 12 months.

- Almost a third of respondents (30%) who had been advised against taking antibiotics unnecessarily were given this information by their doctor. A similar proportion of respondents (29%) said that they had seen a TV advertisement, while 15% said that they had read something about it in the press or had seen it on the TV news.

- Almost two-thirds of Europeans who had received information on antibiotics (62%) said that the information received in the last twelve months had not made them change their views; the results of this survey show that some of them were undoubtedly already aware of the issue.

- Among the respondents who had changed their views as a result of being advised not to take antibiotics unnecessarily: o a very large majority (76%) said that in the future they would always consult a doctor when they thought they need an antibiotic; o almost two in ten people interviewed (19%) said that they would no longer take antibiotics without a prescription from a doctor; o almost one in five respondents (18%) said that they would no longer self-medicate with antibiotics;

o and 12% stated that they would no longer keep left-over antibiotics for the next time they are ill.

- The vast majority of Europeans (88%) would consult a doctor to obtain reliable information on antibiotics. Doctors are thus seen as the most legitimate source of information concerning antibiotics. 42% of respondents would prefer to go to a pharmacy.

- Finally, aware of the potentially harmful effects of the unnecessary use of antibiotics, eight out of ten Europeans (81%) agree that "Everyone has a role to play to ensure that antibiotics remain effective". Moreover, 42% "totally agree" (and 39% "tend to agree") with this statement.

(UK) Economic Matters Remain Britain's Most Important Concerns

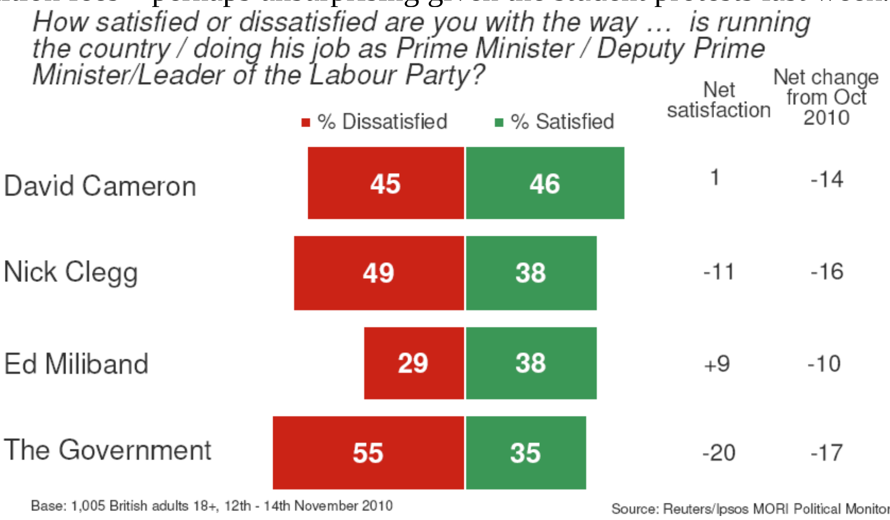
Reuters/Ipsos MORI November 2010 Political Monitor
Published:17 November 2010
Fieldwork:12 - 14 November 2010
Theme: Voting Intention Trends
Keywords: Politics/Political, Voting intention

The Reuters/ Ipsos MORI Political Monitor in November shows high levels of concern about the effects of the spending cuts, particularly to university tuition fees, local public services and policing. People are worried about cuts to public sector jobs, and have little confidence that there will be enough new jobs in the private sector to make up for losses in the public sector.

Satisfaction with the government, Cameron and Clegg continues to fall. People still think that no party having an overall majority is a bad thing for the country, and there is widespread belief that the Conservatives are making most of the decisions in the Coalition rather than the two parties making decisions jointly.

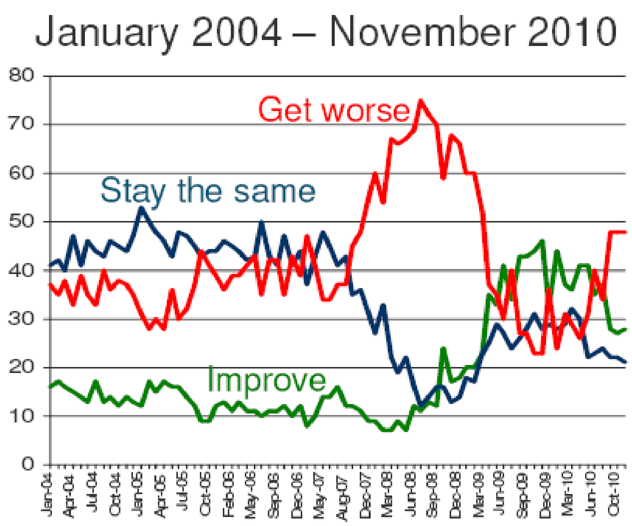
CON 36(-3); LAB 39(+3); LIB DEM 14(-)

Reuters/ Ipsos MORI's November Political Monitor shows that despite growing acceptance of the need for spending cuts, the public is concerned about the possible effects of the cuts.The areas of most concern for the public are cuts to local public services, policing anduniversity tuition fees – perhaps unsurprising given the student protests last week.



While over half of the public are concerned about **cuts to benefits** and **changes to socialhousing** (54% and 52%), a significant minority say they are not concerned about these issues (44% and 42%).

Economic Optimism Index



Despite concern about the effects of specific cuts, **the government is continuing to convince the public that it has the best approach for dealing with the economy.** A majority of the public still agrees with the government that there is a read need to cut spending on public services to pay off the national debt (56%).

Concern about cuts is accompanied by continuing pessimism about the economy. Just under half (48%) of the public believe that the general economic condition of the country will deteriorate over the next 12 months, and 28% believe it will get better. Our economic optimism index therefore remains negative at -20.

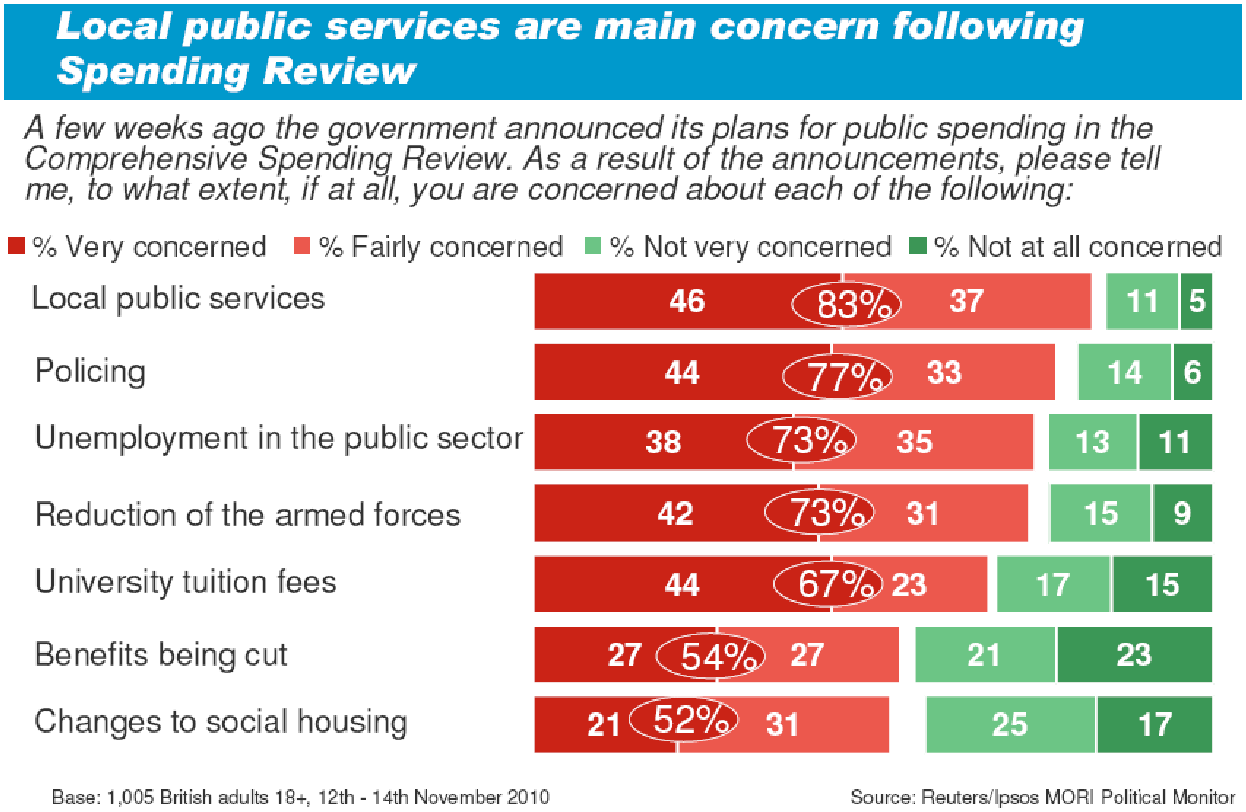
A significant minority of people in full time work are concerned about redundancy. Over two in five (44%) say they are concerned about losing their job in the next 12 months, although over half say they are not concerned (54%), broadly in line with the last recession of the early 1990s. Public sector workers are much more concerned about redundancy (61%) than those in the private sector (41%). Indeed, there is **concern among the public as a whole that job losses in the public sector will <u>not</u> be replaced by vacancies in the private sector**; four-fifths (80%) believe that there will not be enough new jobs in the private sector.

<u>Voting Intention and views of leaders and parties</u>

The November Reuters/ Ipsos MORI Political Monitor in November shows a lead for Labour over the Conservatives, with voting shares of 39% and 36% respectively. The Liberal Democrat vote share is 14%, unchanged since last month. This is the highest share of the vote that we have recorded for the Labour party since October 2007.

Satisfaction with the government and its leaders has declined significantly since last month:

- **A third (35%) are satisfied with the government, and 55% are dissatisfied**, resulting in a net satisfaction score (the former figure minus the latter) of -20.
- **The public is split on how David Cameron is performing as Prime Minister**. Just under half (46%) are satisfied with the Prime Minister and a similar percentage (45%) are dissatisfied, giving a net rating of +1.
- **Nick Clegg's ratings are the lowest we have recorded for him**, with net satisfaction at -11. Around two fifths (38%) are satisfied with Nick Clegg as Deputy PM, while around half (49%) dissatisfied.
- **Ed Miliband's ratings have also dropped since October**, although he remains the most popular party leader with a net satisfaction score of +9. However, a third of the public (33%) are still unable to give an opinion.



Most people think that no party having an overall majority is bad for the country (55%), but opinion is more positive than before the election (only 34% thought it would be good for the country in April). Liberal Democrat voters are more likely to think that no party having an overall majority is good for the country (63%).

The perception that the Conservatives are making most of the decisions in the Coalition government persists, and has increased since June. Around two-thirds of the public (63%) now believe that the Conservatives are making most of the decisions in the new government (compared to 51% in June). A quarter think that decisions are made jointly (26%), with Conservative voters most likely to agree (48%).

Ipsos MORI interviewed a representative sample of 1,005 adults aged 18+ across Great Britain. Interviews were conducted by telephone 12-14th Nov 2010. Data are weighted to match the profile of the population.

Britons Want to Launch a Full Inquest into David Kelly's Death

(11/17/10) -

One-in-four respondents believe the former weapons inspector committed suicide, and almost half are not sure.

The demise of Dr. David Kelly remains a mystery for many Britons, a new Angus Reid Public Opinion poll has found.

Last month, the Government released a formerly secret autopsy report on the death of Dr. Kelly—a former United Nations (UN) weapons inspector—in 2003.

David Kelly

As you may know, the Government has released a formerly secret autopsy report on the death of former United Nations (UN) weapons inspector David Kelly in 2003. The report reaffirms that Dr. Kelly committed suicide after he was exposed as the source of a report that accused the Tony Blair Government of overstating intelligence reports to make the case for war against Iraq more plausible.

From what you have seen, read or heard about this, do you think Dr. David Kelly's death was a suicide?

Yes, it was a suicide	**25%**
No, it was not a suicide	**28%**
Not sure	**47%**

The report reaffirms that Dr. Kelly committed suicide after he was exposed as the source of a report that accused the Tony Blair Government of overstating intelligence reports to make the case for war against Iraq more plausible.

In the online survey of a representative sample of 2,021 British adults, 25 per cent of respondents think that Dr. Kelly's committed suicide, while 28 per cent disagree with this notion. Almost half of Britons (47%) are undecided.

David Kelly

Would you support or oppose launching a full inquest into the death of Dr. David Kelly?

Support	**52%**
Oppose	**27%**
Not sure	**22%**

The Government has rejected calls for a full inquest into Dr. Kelly's demise. A majority of respondents in Britain (52%) support launching a full inquest into the death of Dr. Kelly, while 27 per cent are opposed.

Methodology: From October 24 to October 26, 2010, Angus Reid Public Opinion conducted an online survey among 2,021 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

Britons, Football Fans Say Money Rules on English Premier League

11/16/10) -

One-in-four football fans are "sad" because several EPL teams are now owned by foreigners.

Almost two decades after the foundation of the English Premier League, many Britons and football fans believe that not many teams have an actual chance of winning the title, a new Angus Reid Public Opinion poll has found.

Professional Football

Overall, which of these statements best describes how you feel about the English Premier League?

	Total	I am a football fan, I truly enjoy watching the game	I watch football as much as I can, but I don't follow it all the time	I will watch a football match now and then, but it's not my favourite sport	I don't really care for football
All teams in the English Premier League have an equal chance of winning	8%	6%	16%	8%	7%
Only a few teams in the English Premier League can win the title	60%	93%	80%	78%	28%
Not sure	32%	0%	4%	14%	65%

In the online survey of a representative national sample of 2,015 British adults, 60 per cent of Britons—and 93 per cent of self-described football fans—believe that only a few teams in the English Premier league can win the title.

Half of Britons (49%) and three-in-five football fans (59%) also believe that the teams with the most money often win the title.

Professional Football

Overall, which of these statements best describes how you feel about the English Premier League?

	Total	I am a football fan, I truly enjoy watching the game	I watch football as much as I can, but I don't follow it all the time	I will watch a football match now and then, but it's not my favourite sport	I don't really care for football
The teams with the most money often win the title	49%	59%	58%	61%	35%
The teams with the most talent often win the title	23%	37%	35%	24%	11%
Not sure	28%	3%	6%	15%	54%

Conversely, 23 per cent of Britons and 37 per cent of football fans think the teams with the most talent are the ones that emerge victorious.

Several English Premier League clubs—such as Chelsea and Manchester City—are now owned by foreigners. Half of football fans are either dissatisfied (26%) or sad (24%) because of this development.

Professional Football

As you may know, several English Premier League teams are now owned by foreigners. How do you personally feel about this?

	Total	I am a football fan, I truly enjoy watching the game	I watch football as much as I can, but I don't follow it all the time	I will watch a football match now and then, but it's not my favourite sport	I don't really care for football
Happy	3%	9%	4%	1%	1%
Satisfied, but not happy	9%	22%	20%	7%	1%
Dissatisfied, but not sad	19%	26%	25%	25%	10%
Sad	23%	24%	22%	31%	17%
I have no feelings about this particular issue	43%	18%	27%	34%	64%
None of these	4%	1%	1%	1%	7%

Methodology: From October 27 to October 28, 2010, Angus Reid Public Opinion conducted an online survey among 2,015 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

NORTH AMERICA

U.S. Still Split on Whether Gov't Should Ensure Healthcare

But continues to support health system based on private insurance

November 18, 2010

Continuing a change in attitudes first seen last year, Americans remain split on the issue of whether it is the federal government's responsibility to make sure all Americans have healthcare coverage. At the same time, 61% prefer a healthcare system based mostly on private insurance rather than a government-run system.

Gov't Responsibility for Healthcare

47% **YES**, gov't should ensure all have coverage

50% **NO**, not government responsibility

Preferred Approach for Healthcare

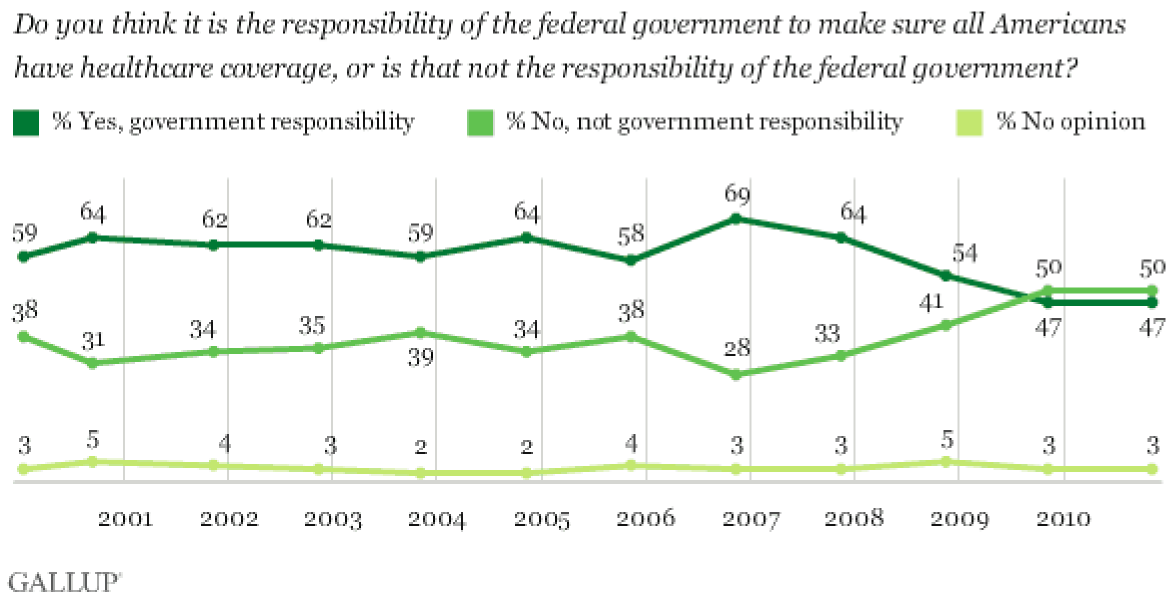
34% Prefer government-run system

61% Prefer system based on private insurance

These latest results, from the Nov. 4-7 Gallup Health and Healthcare update, come as the debate over the government's role in providing healthcare remains a central issue confronting Congress. The new healthcare reform bill passed into law last March quickly became a symbol for many Republicans of anoverextension of government power into Americans' lives. Republican leaders have vowed to repeal the law in the next session of Congress -- although recent Gallup polling showsmixed public sentiments on that front.

These two broad questions on the government's role in healthcare trend back to the early 2000s, and are not designed to measure reactions to the healthcare reform bill per se. They do, however, provide valuable insights into the attitudinal context surrounding the continuing debate about healthcare reform legislation.

Americans for the first time shifted against the "government responsibility" stance last year, as the debate about the form and substance of healthcare reform was accelerating.



This question does not ask about direct government provision of healthcare, but rather about government responsibility for ensuring that Americans have healthcare coverage. It would in theory be possible for one to agree that the government should make sure all Americans have healthcare without favoring a government-run system -- in similar fashion to the way the government requires motorists to have automobile liability insurance, even though it does not directly provide such insurance.

Majority Favor a Private Health Insurance-Based System

Gallup has asked Americans since 2001 if they preferred a government-run healthcare system or a private insurance-based system. Prior to this year, the question asked about "replacing" the current system with a government-run system. This year, the question was modified to ask more generally which type of system Americans prefer. Despite this change in wording, this year's results are essentially identical to last year's, with 61% preferring a system based on private health insurance. Before 2009, Gallup's annual November updates showed some fluctuation in responses, although preference for a private health insurance-based system has always outpaced preference for a government-run system.

Which of the following approaches for providing healthcare in the United States would you prefer?

	% A government-run healthcare system	% A system based mostly on private insurance	% No opinion
2010 Nov 4-7	34	61	5
2009 Nov 5-8 ^	32	61	7
2009 Mar 27-29 ^	39	56	5
2008 Nov 13-16 ^	41	49	10
2007 Nov 11-14 ^	41	48	11
2006 Nov 9-12 ^	39	51	10
2005 Nov 7-10 ^	41	49	10
2004 Nov 7-10 ^	32	63	5
2003 Nov 3-5 ^	38	57	5
2001 Nov 8-11 ^	33	61	6

^ 2001-2009 wording: Which of the following approaches for providing healthcare in the United States would you prefer -- [ROTATED: replacing the current healthcare system with a new government-run healthcare system, (or) maintaining the current system based mostly on private health insurance]?

GALLUP

Implications

Support is not strong in America today for a broad, government-run healthcare system similar to those in operation in Canada, as well as Great Britain and other European countries. A clear majority of Americans continue to support the idea of a healthcare system based on private insurance.

In that sense, the healthcare reform bill is in sync with American public opinion. In the end, supporters backed off from including in the broader bill a "government option" health plan that was advocated by some who wanted expanded government coverage. At the same time, some opponents of the bill continue to argue that taken as a whole, it moves the country significantly closer to a type of government-run system.

The healthcare bill did mandate, in various ways, expanding healthcare coverage to tens of millions of Americans who otherwise would not be covered. That type of government action to ensure that Americans have healthcare coverage would be applauded by about half of Americans, but at this point, about the same percentage would argue that it is not the government's role to see that all Americans are covered.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov. 4-7, 2010, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Are America's Best Days Behind Us?

Majorities say that what made America great in the past will be less significant in the future

NEW YORK , N.Y. - November 17, 2010 - As we near the end of the first decade of the new millennium, it's a good time to take stock of Americans' feelings about the United States' past, and how they see its future. While strong majorities say that living under a system of guaranteed individual freedom, hard working people, allowing people to own private property and giving people the chance to go freely from one place to another *were* major contributors in making America great (between 71% and 76% of Americans say so for each), fewer U.S. adults agree that these *will be* major contributors to making America great in the next 10 years (between 58% and 68% say so for each).

These are some of the results of ***The Harris Poll*** of 3,084 adults surveyed online between October 11 and 18, 2010 by **Harris Interactive**.

In fact, of the 24 attributes discussed, Americans believe that the majority of what made America great in the past will be of less importance in the future. More specifically:

- Americans feel that various forms of diversity, openness and inclusion made America great in the past-two thirds say so for giving every race and creed an equal chance to get ahead (65%) and over half say so for people of different racial and religious backgrounds (58%) and people of different ideas representing the rights of others (54%). Fewer Americans, however, say that these will make America great in the future (57%, 50% and 48% say so, respectively).
- Additionally, despite many Americans relying on technology to lead their daily lives, fewer adults say that frequent technological innovations and industrial know-how and scientific

progress will be as major a contributor to making America great in the future (59% and 60%), as they were in the past (64% and 67%).

- One of the most surprising changes, is that, despite some Americans' sour feelings regarding jobs being sent abroad and the notion that our country is falling behind other nations, the majority of Americans say hard working people and free unlimited education to all qualified will be less important to America's future, than it was in making America great in the past (these attributes dropped by 7 and 4 percentage points, respectively).
- While it's clear that, of the list provided, the majority of Americans think that most attributes will be less significant to making America great in the future, there are a few notable exceptions. More Americans say that being able to get along with other countries will be a major contributor to making America great in the future (47%) than say it was a factor in the past (43%).
- And, possibly related to the idea of international diplomacy, more Americans say that outstanding political leaders will be of greater significance to making the country great in the future (41%) than said so about the past (33%).
- Lastly, America's recent financial crisis which resulted in taxpayers bailing out several big businesses and many Americans losing their jobs, might be the catalyst for more people saying that a government that regulates business abuses (36%) and one that looks after the less fortunate (35%), will be more important going forward, than they were previously (31% and 34% respectively).

Although most Americans say that many of the attributes which helped make America great in the past will be of less importance in the future, there is a difference by age. Younger Americans show much more skepticism or disbelief that what made America great in the past, will continue do so in the future, compared to what older Americans say. Although younger adults tend to be "more green" than those older these days, just over a third of those 18-33 (35%) say that rich natural resources will help make America great in the future, compared to fully seven in ten older Americans, 65 and older, who say the same (70%). Similarly, only a third of Echo Boomers, or those 18-33, say that living in a healthy physical environment will make America great in the future (33%), compared to 62% of Matures, 65 years and older, who say this. Older Americans also place more significance on having a system of free and uncontrolled views, media and communication, than do younger Americans, as well as say that military strength and success will be a major contributor to the United States' future success, more so than younger Americans say the same.

So What?

The question about what makes America great was first asked 35 years ago in 1975. When the data from 1975 is compared with the current results, a trend emerges. In 1975, larger majorities said that many of the attributes made the country great than say so currently, and that number drops even further when today's adults discuss the next 10 years. Younger Americans' perspective that the attributes will be less significant going forward further supports this trend. However, the meaning here can be debated. On the one hand, the trend might indicate that America's best days are in the past. However, a more optimistic perspective might speak to a changing and increasingly complicated world where some of what's important today was not conceived of or thought about 35 years ago, and other components are more inter-related and complex than they once were.

TABLE 1A

MAKING AMERICA GREAT

"For each item, do you feel this was a major contributor in making America great, a minor contributor or hardly a contributor at all?"

Base: All adults

	Major contributor	**Minor contributor**	**Hardly a contributor at all**	**Not at all sure**
	%	%	%	%
Living under a system of guaranteed individual freedom	76	12	3	9
Hard working people	72	15	5	8
Allowing people to own private property	72	16	4	8
Giving people the chance to go freely from one place to another	71	16	5	8
Industrial know-how and scientific progress	67	18	4	10
Military strength to keep the country from being invaded and conquered	66	19	6	8
Giving every race and creed an equal chance to get ahead	65	20	7	9
Frequent technological innovations	64	22	5	9
Rich natural resources	61	24	6	9
Having a system of free and uncontrolled views, media and communication	59	24	8	9
People of different racial and religious backgrounds	58	24	9	9
Free unlimited education to all qualified	56	22	12	10
People of different ideas representing the rights of others	54	27	9	10
Having industry and business under private control	52	26	10	11

Allowing the mass of people to share a high standard of living	52	26	11	11
Having high quality products and services for the people	52	31	7	10
Living in a healthy physical environment	49	31	10	9
Success in fighting wars	46	32	11	11
Being able to get along with other countries	43	35	13	9
Developing an interesting, exciting, and creative cultural life	41	36	13	10
Allowing unions to raise workers' living standards	35	34	20	11
A system of government that looks after the less fortunate	34	36	21	10
Outstanding political leaders	33	36	19	13
Having a government which regulates business abuses	31	38	19	12

Note: Percentages may not add up to 100% due to rounding

TABLE 1B

MAKING AMERICA GREAT

"For each item, do you feel this was a major contributor in making America great, a minor contributor or hardly a contributor at all?"

Summary of those saying "major contributor"

Base: All adults

	Total 1975*	Total 2010	Generation			
			Echo Boomers (18-33)	Gen. X (34-45)	Baby Boomers (46-64)	Matures (65+)
	%	%	%	%	%	%

Living under a system of guaranteed individual freedom	85	**76**	63	71	86	86
Hard working people	87	**72**	54	69	81	89
Allowing people to own private property	87	**72**	57	69	78	88
Giving people the chance to go freely from one place to another	83	**71**	58	67	80	81
Industrial know-how and scientific progress	90	**67**	49	65	76	85
Military strength to keep the country from being invaded and conquered	80	**66**	45	60	77	88
Giving every race and creed an equal chance to get ahead	74	**65**	54	62	68	76
Frequent technological innovations	NA	**64**	48	63	72	78
Rich natural resources	91	**61**	40	57	72	79
Having a system of free and uncontrolled views, media and communication	76	**59**	45	57	65	72
People of different racial and religious backgrounds	62	**58**	50	54	65	63
Free unlimited education to all qualified	75	**56**	45	51	61	72
People of different ideas representing the rights of others	77	**54**	48	52	57	63
Having industry and business under private control	70	**52**	37	51	57	70
Allowing the mass of people to share a high standard of living	69	**52**	41	52	55	65
Having high quality products and services for the people	66	**52**	37	50	59	63
Living in a healthy physical environment	78	**49**	37	50	54	61
Success in fighting wars	71	**46**	36	44	52	57

Being able to get along with other countries	73	**43**	33	43	46	55
Developing an interesting, exciting, and creative cultural life	47	**41**	37	40	40	50
Allowing unions to raise workers' living standards	53	**35**	28	37	37	39
A system of government that looks after the less fortunate	48	**34**	28	35	36	41
Outstanding political leaders	55	**33**	26	34	34	40
Having a government which regulates business abuses	63	**31**	26	32	31	37

Note: Percentages may not add up to 100% due to rounding; *In 1975 these questions were asked via telephone; NA signifies this was not asked that year.

TABLE 2A

MAKING AMERICA GREAT IN THE FUTURE

"In the next 10 years, do you think each of these items will be a major contributor to making the country great, a minor contributor or hardly a contributor at all?"

Base: All adults

	Major contributor	**Minor contributor**	**Hardly a contributor at all**	**Not at all sure**
	%	%	%	%
Living under a system of guaranteed individual freedom	68	15	6	12
Hard working people	65	16	7	12
Allowing people to own private property	60	21	7	12
Industrial know-how and scientific progress	60	22	6	12
Frequent technological innovations	59	23	5	12
Giving people the chance to go freely from one place to another	58	22	9	11

Military strength to keep the country from being invaded and conquered	57	21	9	13
Giving every race and creed an equal chance to get ahead	57	22	9	13
Having a system of free and uncontrolled views, media and communication	53	25	9	13
Rich natural resources	52	27	8	13
Free unlimited education to all qualified	52	23	11	14
Having high quality products and services for the people	52	27	9	13
People of different racial and religious backgrounds	50	27	11	12
Living in a healthy physical environment	48	30	9	13
People of different ideas representing the rights of others	48	28	10	14
Being able to get along with other countries	47	30	10	13
Having industry and business under private control	47	28	12	14
Allowing the mass of people to share a high standard of living	45	30	11	14
Success in fighting wars	41	28	16	14
Outstanding political leaders	41	26	17	15
Developing an interesting, exciting, and creative cultural life	36	35	16	13
Having a government which regulates business abuses	36	33	16	14
A system of government that looks after the less fortunate	35	32	19	14
Allowing unions to raise workers' living standards	28	29	28	15

Note: Percentages may not add up to 100% due to rounding

TABLE 2B

MAKING AMERICA GREAT IN THE FUTURE

"In the next 10 years, do you think each of these items will be a major contributor to making the country great, a minor contributor or hardly a contributor at all?"

Summary of those saying "major contributor"

Base: All adults

	Total 1975*	**Total 2010**	**Generation**			
			Echo Boomers (18-33)	**Gen. X (34-45)**	**Baby Boomers (46-64)**	**Matures (65+)**
	%	%	%	%	%	%
Living under a system of guaranteed individual freedom	83	**68**	54	64	74	83
Hard working people	78	**65**	48	66	72	81
Allowing people to own private property	82	**60**	42	58	67	77
Industrial know-how and scientific progress	86	**60**	44	57	66	78
Frequent technological innovations	NA	**59**	46	59	64	74
Giving people the chance to go freely from one place to another	80	**58**	42	54	68	72
Military strength to keep the country from being invaded and conquered	73	**57**	38	51	67	78
Giving every race and creed an equal chance to get ahead	76	**57**	47	53	61	68
Having a system of free and uncontrolled views, media and communication	74	**53**	42	51	57	65
Rich natural resources	79	**52**	35	50	60	70
Free unlimited education to all qualified	75	**52**	43	51	54	66

Having high quality products and services for the people	64	**52**	39	46	57	69
People of different racial and religious backgrounds	58	**50**	41	46	55	59
Living in a healthy physical environment	74	**48**	33	46	55	62
People of different ideas representing the rights of others	77	**48**	43	46	47	60
Being able to get along with other countries	77	**47**	38	46	51	59
Having industry and business under private control	67	**47**	36	44	49	63
Allowing the mass of people to share a high standard of living	67	**45**	34	43	49	56
Success in fighting wars	61	**41**	31	41	45	52
Outstanding political leaders	53	**41**	33	41	41	55
Developing an interesting, exciting, and creative cultural life	48	**36**	32	36	35	44
Having a government which regulates business abuses	65	**36**	30	36	38	42
A system of government that looks after the less fortunate	53	**35**	28	37	35	42
Allowing unions to raise workers' living standards	42	**28**	25	32	26	31

Note: Percentages may not add up to 100% due to rounding; *In 1975 these questions were asked via telephone; NA signifies this was not asked that year.

TABLE 3

PAST AND FUTURE COMPARISON

	Was a major contributor	**Will be a major contributor**	**Change**
	%	%	%

Living under a system of guaranteed individual freedom	76	68	-8
Hard working people	72	65	-7
Allowing people to own private property	72	60	-12
Giving people the chance to go freely from one place to another	71	58	-13
Industrial know-how and scientific progress	67	60	-7
Military strength to keep the country from being invaded and conquered	66	57	-9
Giving every race and creed an equal chance to get ahead	65	57	-8
Frequent technological innovations	64	59	-5
Rich natural resources	61	52	-9
Having a system of free and uncontrolled views, media and communication	59	53	-6
People of different racial and religious backgrounds	58	50	-8
Free unlimited education to all qualified	56	52	-4
People of different ideas representing the rights of others	54	48	-6
Having industry and business under private control	52	47	-5
Allowing the mass of people to share a high standard of living	52	45	-7
Having high quality products and services for the people	52	52	0
Living in a healthy physical environment	49	48	-1
Success in fighting wars	46	41	-5
Being able to get along with other countries	43	47	+4

Developing an interesting, exciting, and creative cultural life	41	36	-5
Allowing unions to raise workers' living standards	35	28	-7
A system of government that looks after the less fortunate	34	35	+1
Outstanding political leaders	33	41	+8
Having a government which regulates business abuses	31	36	+5

Methodology

This **Harris Poll** was conducted online within the United States between October 11 to 18, 2010 among 3,084 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

Despite Bad Economy, Americans Feel Thankful This Year

Majorities say they are thankful for their families, health, work, technology and personal finances

NEW YORK , N.Y. - November 18, 2010 - Despite the economic crisis in the U.S. which has put many out of work and forced others to accept decreased benefits and pay, two in five Americans (41%) say this Thanksgiving they feel that they have *more* to be thankful for than a few years ago. Another two in five (41%) say they have about as much to be thankful for this Thanksgiving, compared to a few years ago and just over one in ten (13%) say they have less to be thankful for this year; 5% say they are not sure.

These are some of the results of ***The Harris Poll*** of 3,084 adults surveyed online between October 11 and 18, 2010 by **Harris Interactive**.

This year, more Americans say they have more to be thankful for than said so in either 1974 when this question was first asked, or a few years later in 1980 (38% and 37%, respectively). However, in 1983 half of Americans said they had more to be thankful for (50%), which is more than say so today.

Some other interesting findings include:

- Younger Americans say they have more to be thankful for this Thanksgiving than in previous years-half of those 18-33 say this (49%), as do two in five of those 34-45 and 46-64 (43% and 38%), compared to just three in ten Matures, 65 and older, (30%) who say the same;
- Americans with more education say they are more thankful-46% of both those who have graduated from college or attended grad school say this, compared to 35% of those who have not attended any college;
- Despite younger Americans saying they have more to be thankful for this year, greater numbers of older Americans say they are thankful for a variety of items discussed. For example, adults aged 65 and older say they are thankful for the health of their family (87%), their family relationships (90%), their own personal economic situation (74%), their work situation (68%), because good technology is easily accessible (78%) and because technology makes it easy to stay in touch with family and friends (87%). Fewer Echo Boomers, aged 18-33, say they are thankful for these things-a drop of between 6 and 16 percentage points for each;
- However, similar to their overall feelings of thankfulness, those with more formal education say they are thankful for a majority of the items discussed at greater rates than do those with less formal education.
- Although strong majorities today say they are thankful for the health of their family (86%) and their family relationships (86%), more Americans said they were thankful for these things 30 years ago, in 1980 (96% and 95% said so, respectively);
- Less than a quarter of Americans today say they are thankful for the economic situation in the U.S. (23%). This is the lowest number of Americans who say so since the question was first asked in 1980, and a stark contrast to the majorities who said they were thankful for the U.S.'s economic situation between 1983 and 1988;
- More Americans say that they are thankful that it's safe to walk on the streets today (63%) compared to the 50% who said so in 1984.

So What?

Despite many Americans facing financial hardships as a result of the U.S. economy, many say they are more thankful this year, compared to how they have felt previously. Some of the things Americans say they are thankful for are not surprising, such as family and health, but other items mentioned are less expected, such as the two thirds who say so about their work situation (65%) and their own personal economic situation (66%). It may be that through the economic crisis and the emergence of a possible 'new normal', Americans have come to be more appreciate of what they have, regardless if it's less than ideal, or less than it once was.

TABLE 1A

THANKFULNESS -- TREND

"This Thanksgiving, do you feel you will have more to be thankful for than a few years ago, less to be thankful for, or about as much to be thankful for as you had then?"

Base: All adults

	1974	1980	1983	**2010***
	%	%	%	%
About as much to be thankful for	45	47	35	**41**
More to be thankful for	38	37	50	**41**
Less to be thankful for	15	15	13	**13**
Not sure	2	1	2	**5**

Note: Percentages may not add up to 100% due to rounding; *Prior to this year, this question was asked by telephone

TABLE 1B

THANKFULNESS - BY GENERATION AND EDUCATION

"This Thanksgiving, do you feel you will have more to be thankful for than a few years ago, less to be thankful for, or about as much to be thankful for as you had then?"

Base: All adults

	Total	**Generation**				**Education**			
		Echo Boomers 18-33	Gen. X 34-45	Baby Boomers 46-64	Matures 65+	H.S. or less	Some college	College grad	Post grad
	%	%	%	%	%	%	%	%	%
About as much to be thankful for	**41**	36	38	44	49	42	40	42	39
More to be thankful for	**41**	49	43	38	30	35	43	46	46
Less to be thankful for	**13**	6	14	16	19	15	14	10	12
Not sure	**5**	9	4	3	3	8	4	2	3

Note: Percentages may not add up to 100% due to rounding

TABLE 2

THANKFUL FOR SPECIFIC ITEMS

"This Thanksgiving, will you feel thankful or not, for each of the following?"

Base: All adults

	Thankful	**Not Thankful**	**Not sure**
	%	%	%
Because of the health of your family	86	8	6
Because of your family relationships	86	7	7
Because of your own personal economic situation	66	23	12
Because of your work situation	65	21	14
Because of the economic situation in the U.S.	23	57	20
Because of the way people treat each other	45	38	17
Because it is safe to walk on the streets	63	20	17
Because good technology is easily accessible	69	16	16
Because technology makes it easy to stay in touch with family and friends	78	12	10

Note: Percentages may not add up to 100% due to rounding

TABLE 3

THANKFUL - TREND

"This Thanksgiving, will you feel thankful or not, for each of the following?"

Summary of those saying "thankful"

Base: All adults

	1980	1983	1984	1985	1988	**Total 2010***

	%	%	%	%	%	%
Because of the health of your family	96	NA	NA	NA	NA	86
Because of your family relationships	95	NA	NA	NA	NA	86
Because of your own personal economic situation	81	NA	NA	NA	NA	66
Because of your work situation	78	NA	NA	NA	NA	65
Because of the economic situation of the U.S.	32	58	78	69	59	23
Because of the way people treat each other	NA	42	55	NA	46	45
Because it is safe to walk on the streets	NA	NA	50	NA	NA	63
Because good technology is easily accessible	NA	NA	NA	NA	NA	69
Because technology makes it easy to stay in touch with family and friends	NA	NA	NA	NA	NA	78

Note: Percentages may not add up to 100% due to rounding; NA signifies this was not asked in that year; *Prior to 2010 this question was asked by telephone

TABLE 4

THANKFUL - BY GENERATION AND EDUCATION

"This Thanksgiving, will you feel thankful or not, for each of the following?"

Summary of those saying "thankful"

Base: All adults

	Total 2010	**Generation**				**Education**			
		Echo Boomers 18-33	Gen. X 34-45	Baby Boomers 46-64	Matures 65+	H.S. or less	Some college	College grad	Post grad
	%	%	%	%	%	%	%	%	%

Because of the health of your family	86	81	88	89	87	82	89	89	89
Because of your family relationships	86	81	87	88	90	82	89	89	89
Because of your own personal economic situation	66	62	66	64	74	54	72	74	79
Because of your work situation	65	59	67	67	68	56	68	75	78
Because of the economic situation of the U.S.	23	25	27	19	24	19	24	32	23
Because of the way people treat each other	45	44	50	42	45	44	45	49	42
Because it is safe to walk on the streets	63	62	68	64	60	58	64	70	70
Because good technology is easily accessible	69	66	64	69	78	66	72	72	66
Because technology makes it easy to stay in touch with family and friends	78	71	73	81	87	77	79	81	71

Note: Percentages may not add up to 100% due to rounding

Methodology

This **Harris Poll** was conducted online within the United States between October 11 to 18, 2010 among 3,084 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

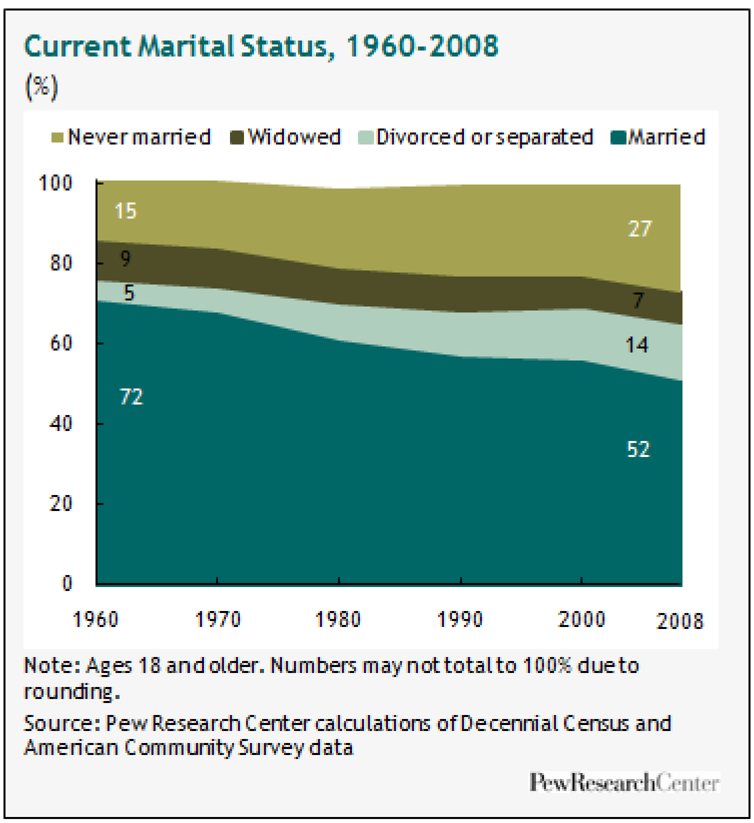
Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About Harris Interactive

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including healthcare, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Serving clients in over 215 countries and territories through our North American, European, and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help us - and our clients - stay ahead of what's next. For more information, please visit www.harrisinteractive.com.

The Decline of Marriage and Rise of New Families
November 18, 2010



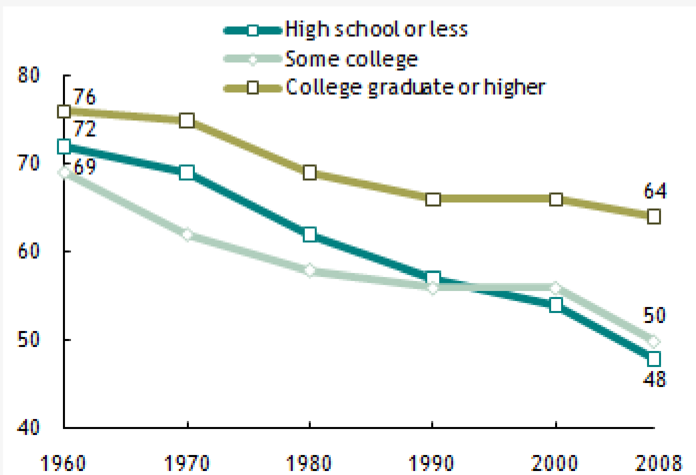
The transformative trends of the past 50 years that have led to a sharp decline in marriage and a rise of new family forms have been shaped by attitudes and behaviors that differ by class, age and race, according to a new Pew Research Center nationwide survey, conducted in association with *TIME* magazine, and complemented by an analysis of demographic and economic data from the U.S. Census Bureau.

A new "marriage gap" in the United States is increasingly aligned with a growing income gap.

Marriage, while declining among all groups, remains the norm for adults with a college education and good income but is now markedly less prevalent among those on the lower rungs of the socio-economic ladder.

Share Married, by Educational Attainment

(%)



Note: Ages 18 and older.

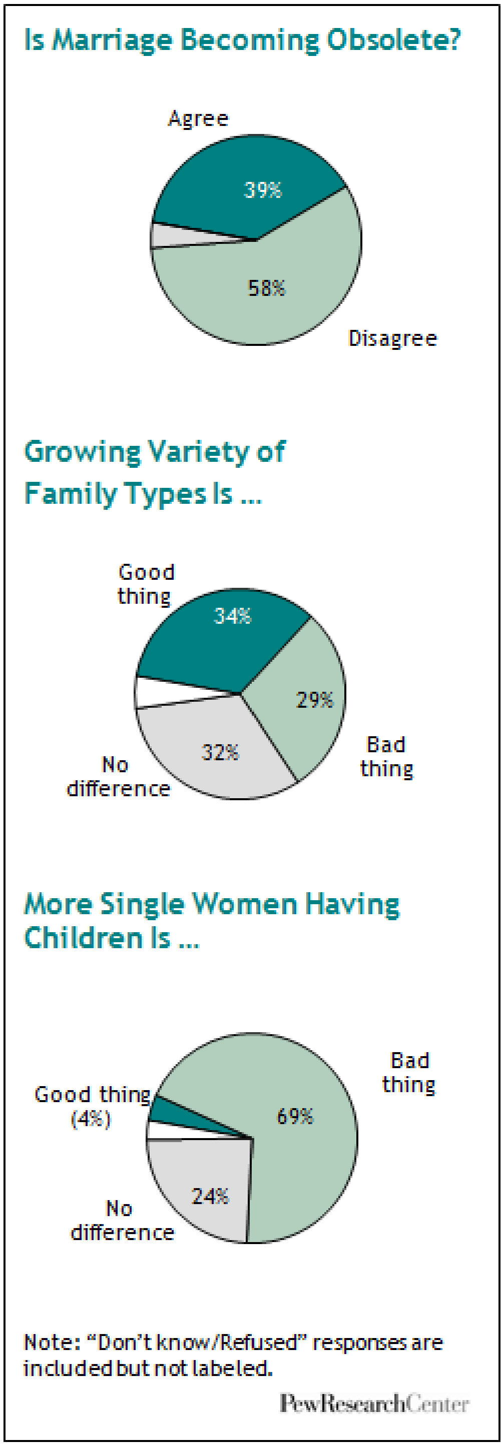
Source: Pew Research Center calculations of Decennial Census and American Community Survey data

PewResearchCenter

The survey finds that those in this less-advantaged group are as likely as others to want to marry, but they place a higher premium on economic security as a condition for marriage.

The survey also finds striking differences by generation. In 1960, two-thirds (68%) of all twenty-somethings were married. In 2008, just 26% were.

How many of today's youth will eventually marry is an open question. For now, the survey finds that the young are much more inclined than their elders to view cohabitation without marriage and other new family forms -- such as same-sex marriage and interracial marriage -- in a positive light.



Even as marriage shrinks, family -- in all its emerging varieties -- remains resilient. The survey finds that Americans have an expansive definition of what constitutes a family. And the vast majority of adults consider their own family to be the most important, most satisfying element of their lives.

Here is a summary of the key findings of the report:

The Class-Based Decline in Marriage

About half (52%) of all adults in this country were married in 2008; back in 1960, seven-in-ten (72%) were.

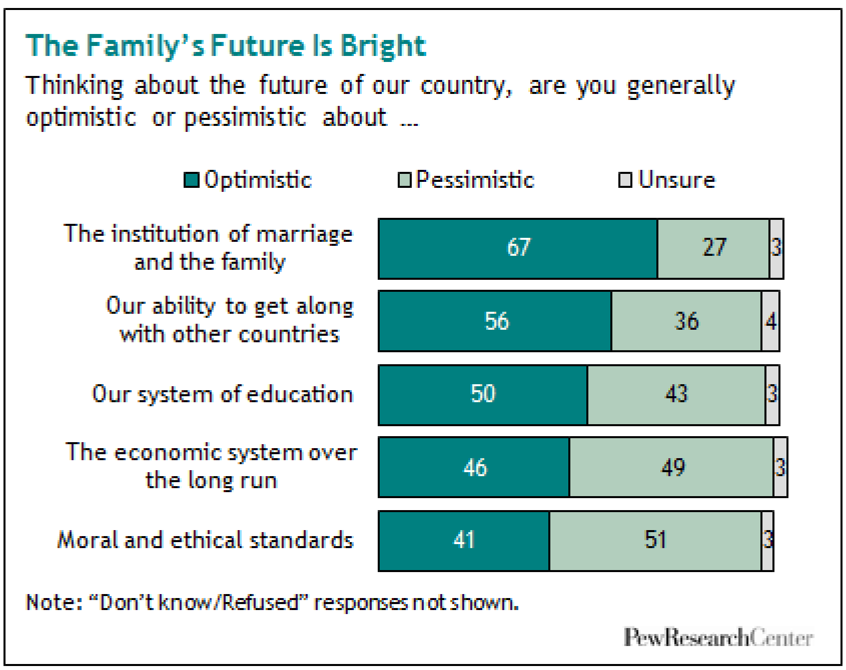
This decline has occurred along class lines. In 2008, a 16-percentage-point gap separated marriage rates of college graduates (64%) and of those with a high school diploma or less (48%). In 1960, this gap had been just four percentage points (76% vs. 72%).

The survey finds that those with a high school diploma or less are just as likely as those with a college degree to say they want to marry. But they place a higher premium than college graduates (38% vs. 21%) on financial stability as a very important reason to marry.

Is Marriage Becoming Obsolete?

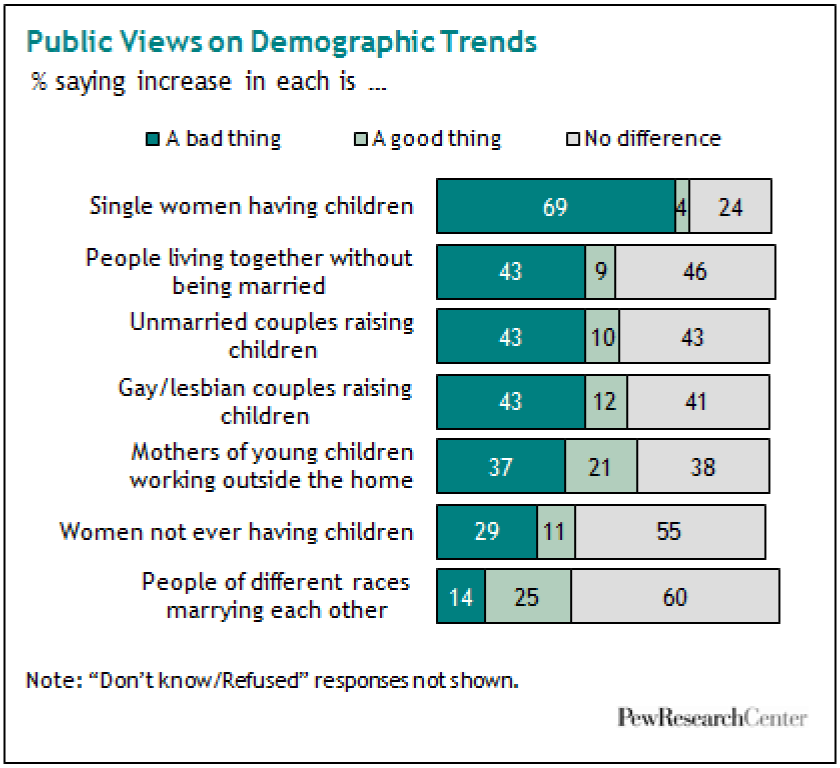
Nearly four-in-ten survey respondents (39%) say that it is; in 1978 when *TIME* magazine posed this question to registered voters, just 28% agreed. Those most likely to agree include those who are a part of the phenomenon (62% of cohabiting parents) as well as those most likely to be troubled by it (42% of self-described conservatives).

Despite these growing uncertainties, Americans are more upbeat about the future of marriage and family (67% say they are optimistic) than about the future of the country's educational system (50% optimistic), its economic system (46% optimistic) or its morals and ethics (41% optimistic).

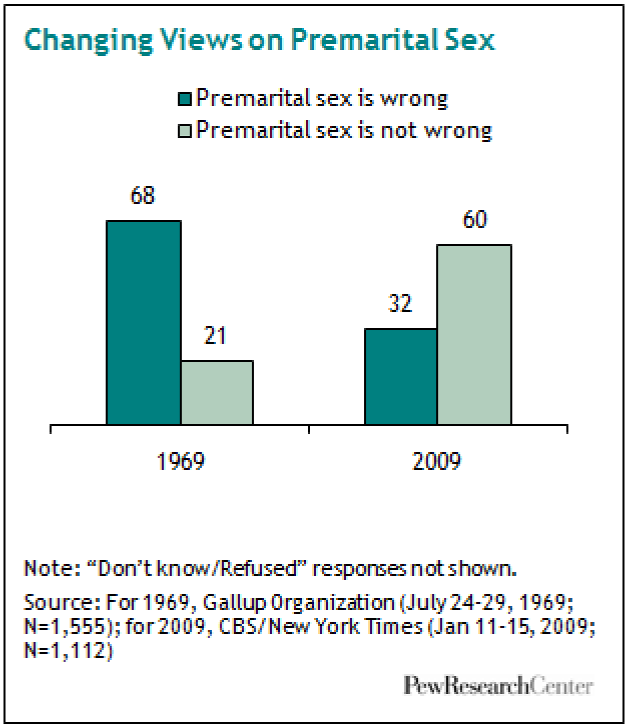


An Ambivalent Public

The public's response to changing marital norms and family forms reflects a mix of acceptance and unease. On the troubled side of the ledger: Seven-in-ten (69%) say the trend toward more single women having children is bad for society, and 61% say that a child needs both a mother and father to grow up happily. On the more accepting side, only a minority say the trends toward more cohabitation without marriage (43%), more unmarried couples raising children (43%), more gay couples raising children (43%) and more people of different races marrying (14%) are bad for society. Relatively few say any of these trends are good for society, but many say they make little difference.



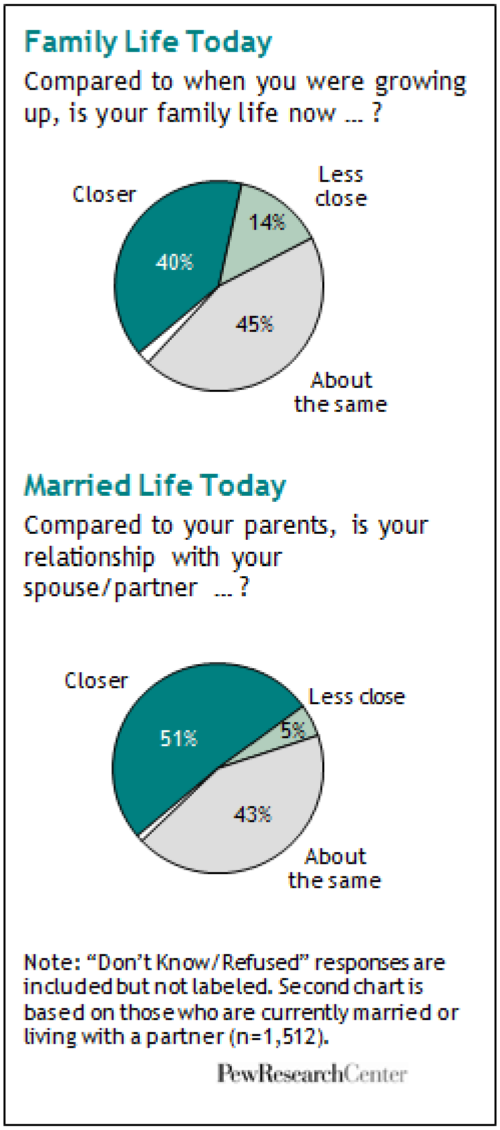
Group Differences



Where people stand on the various changes in marriage and family life depends to some degree on who they are and how they live.

The young are more accepting than the old of the emerging arrangements; the secular are more accepting than the religious; liberals are more accepting than conservatives; the unmarried are more accepting than the married; and, in most cases, blacks are more accepting than whites.

The net result of all these group differences is a nearly even three-way split among the full public. A third (34%) say the growing variety of family arrangements is a good thing, 29% say it is a bad thing and 32% say it makes little or no difference.



Family Life Today

Compared to when you were growing up, is your family life now ... ?

Married Life Today

Compared to your parents, is your relationship with your spouse/partner ... ?

Note: "Don't Know/Refused" responses are included but not labeled. Second chart is based on those who are currently married or living with a partner (n=1,512).

The Resilience of Families

The decline of marriage has not knocked family life off its pedestal.

Three-quarters of all adults (76%) say their family is the most important element of their life, 75% say they are "very satisfied" with their family life, and more than eight-in-ten say the family they live in now is as close as (45%) or closer than (40%) the family in which they grew up.

However, on all of these questions, married adults give more positive responses than do unmarried adults.

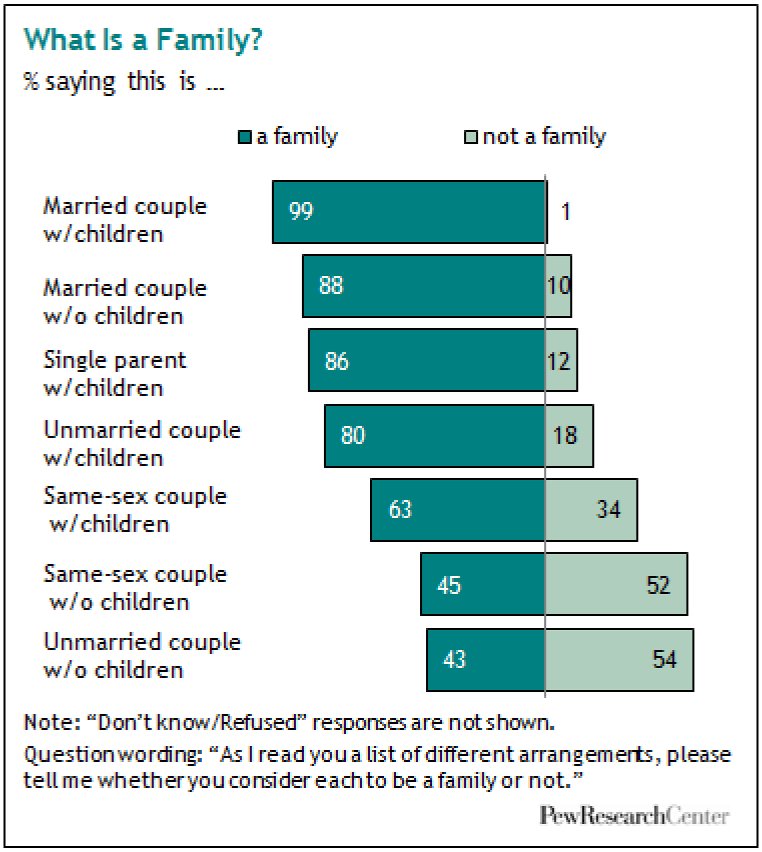
The Definition of Family

By emphatic margins, the public does not see marriage as the only path to family formation.

Fully 86% say a single parent and child constitute a family; nearly as many (80%) say an unmarried couple living together with a child is a family; and 63% say a gay or lesbian couple raising a child is a family.

The presence of children clearly matters in these definitions. If a cohabiting couple has no children, a majority of the public says they are not a family.

Marriage matters, too. If a childless couple is married, 88% consider them to be a family.

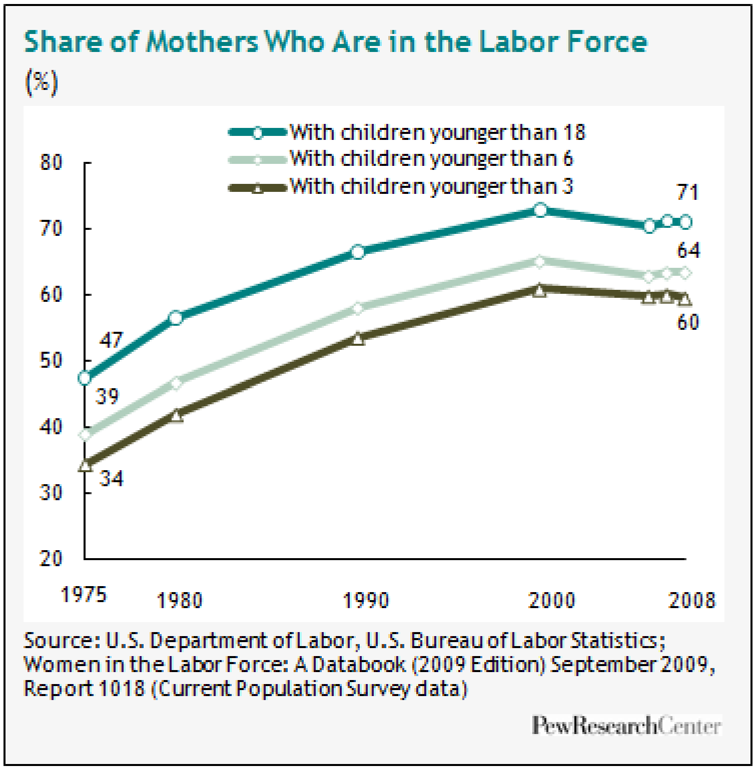


The Ties that Bind

In response to a question about whom they would assist with money or caregiving in a time of need, Americans express a greater sense of obligation toward relatives -- including relatives by way of fractured marriages -- than toward best friends. The ranking of relatives aligns in a predictable hierarchy. More survey respondents express an obligation to help out a parent (83% would feel very obligated) or grown child (77%) than say the same about a stepparent (55%) or a step or half sibling (43%). But when asked about one's best friend, just 39% say they would feel a similar sense of obligation.

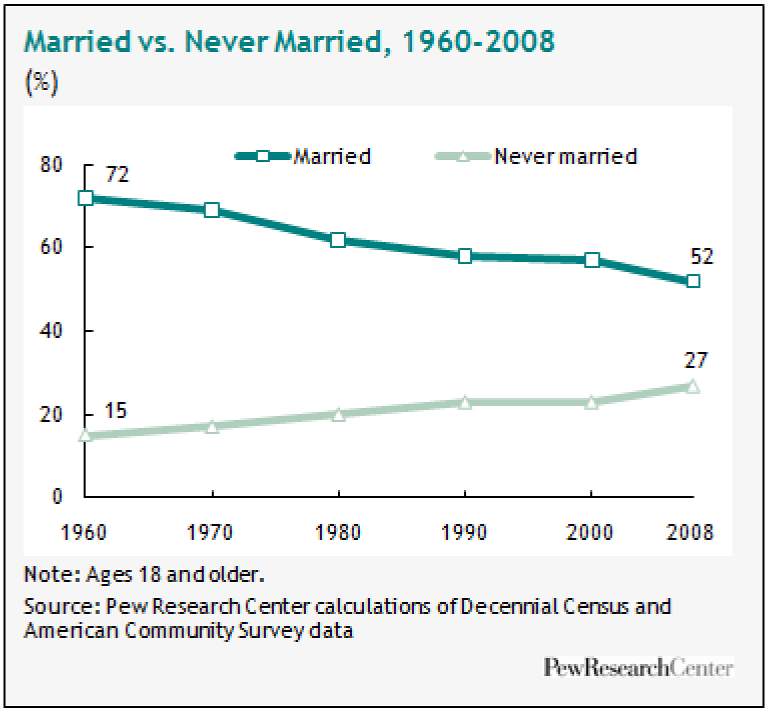
Changing Spousal Roles

In the past 50 years, women have reached near parity with men as a share of the workforce and have begun to outpace men in educational attainment. About six-in-ten wives work today, nearly double the share in 1960. There's an unresolved tension in the public's response to these changes. More than six-in-ten (62%) survey respondents endorse the modern marriage in which the husband and wife both work and both take care of the household and children; this is up from 48% in 1977. Even so, the public hasn't entirely discarded the traditional male breadwinner template for marriage. Some 67% of survey respondents say that in order to be ready for marriage, it's very important for a man to be able to support his family financially; just 33% say the same about a woman.



The Rise of Cohabitation

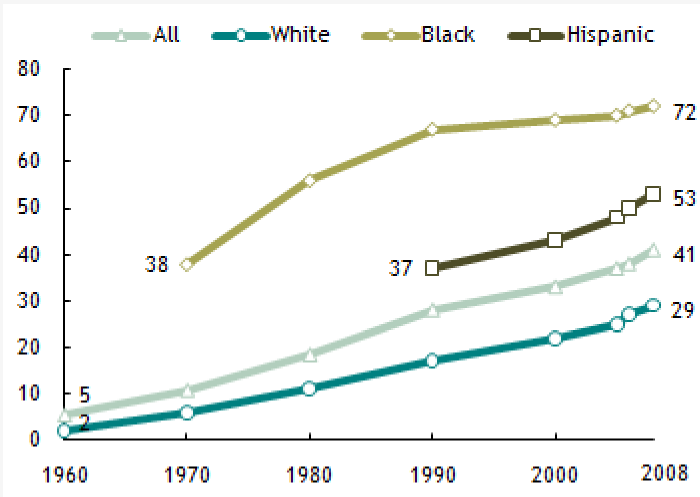
As marriage has declined, cohabitation (or living together as unmarried partners) has become more widespread, nearly doubling since 1990, according to the Census Bureau. In the Pew Research survey, 44% of all adults (and more than half of all adults ages 30 to 49) say they have cohabited at some point in their lives. Among those who have done so, about two-thirds (64%) say they thought of this living arrangement as a step toward marriage.



The Impact on Children

The share of births to unmarried women has risen dramatically over the past half century, from 5% in 1960 to 41% in 2008. There are notable differences by race: Among black women giving birth in 2008, 72% were unmarried. This compares with 53% of Hispanic women giving birth and 29% of white women. Overall, the share of children raised by a single parent is not as high as the share born to an unwed mother, but it too has risen sharply -- to 25% in 2008, up from 9% in 1960. The public believes children of single parents face more challenges than other children -- 38% say "a lot more" challenges and another 40% say "a few more" challenges. Survey respondents see even more challenges for children of gay and lesbian couples (51% say they face a lot more challenges) and children of divorce (42% say they face a lot more challenges).

Share of Births to Unmarried Women, by Race and Ethnicity
(%)



Note: 2008 data are preliminary. Hispanics are of any race. Whites and blacks include only non-Hispanics.

Source: For data from 1990 and later, statistics calculated using National Center for Health Statistics data. For years prior to 1990, data obtained from Ventura, Stephanie J., and Christine A. Bachrach. Nonmarital childbearing in the United States, 1940-1999. National Vital Statistics Reports; vol 48 no 16. Hyattsville, Maryland: National Center for Health Statistics.

PewResearchCenter

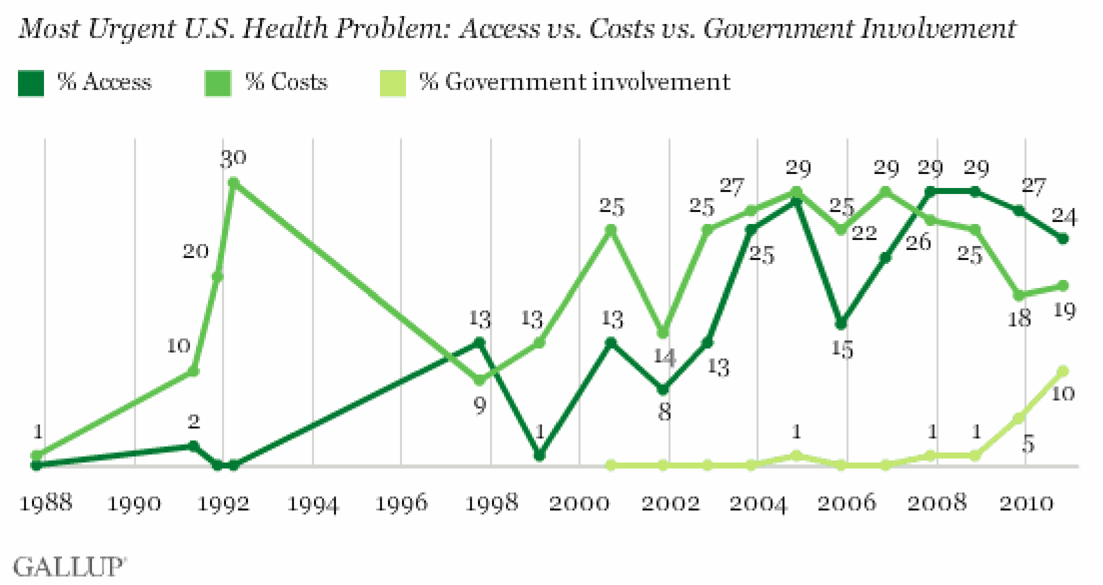
In Marriage, Love Trumps Money

Far more married adults say that love (93%), making a lifelong commitment (87%) and companionship (81%) are very important reasons to get married than say the same about having children (59%) or financial stability (31%). Unmarried adults order these items the same way. However, when asked if they agree that there is "only one true love" for every person, fewer than three-in-ten (28%) survey respondents say, I do.

Access Still Top Health Concern in U.S.; Gov't Role Gains Ground

Government involvement in healthcare emerges as a relatively new concern
November 17, 2010

Americans name healthcare access, followed by costs, as the most urgent health problems facing the country today, as they have in recent years. However, with the renewed debate over healthcare reform in 2009, and passage of President Obama's reform bill in 2010, mentions of both issues have declined over the past two years, while a new concern -- too much government involvement in healthcare -- has emerged.



The latest results are from Gallup's 2010 Health and Healthcare poll, conducted Nov. 4-7.

The top five health problems Americans now mention as the most urgent are access to healthcare, healthcare costs, obesity, cancer, and government involvement in healthcare. Gallup formerly included mentions of government involvement in healthcare in the "access" category, but as of this poll established it as a separate issue and removed prior mentions of government involvement from the "access" trends.

Beyond the top five issues, much smaller percentages of Americans mention heart disease, the flu, AIDS, diabetes, finding cures for diseases, or drug and alcohol abuse.

Most Urgent U.S. Health Problem

What would you say is the most urgent health problem facing this country at the present time?

	National adults
	%
Access	24
Cost	19
Obesity	14
Cancer	12
Gov't involvement in healthcare	10
Heart disease	2
Flu	1
AIDS	1
Diabetes	1
Finding cures for diseases	1
Drug/Alcohol abuse	1
Other	5
No opinion	9
TOTAL	100%

Nov. 4-7, 2010

GALLUP

While debate over the 2009 healthcare bill was highly polarized, Republicans and Democrats are equally likely to cite healthcare costs as a top issue. Democrats (including independents who lean Democratic), however, are more likely than Republicans and Republican leaners to mention access as the top health problem. Republicans are more likely to mention government involvement.

Most Urgent U.S. Health Problem, by Party ID

	National adults	Republicans/ Rep. leaners	Democrats/ Dem. leaners
	%	%	%
Access	24	20	27
Cost	19	19	20
Obesity	14	13	15
Cancer	12	13	11
Government involvement	10	16	5

Nov. 4-7, 2010

GALLUP

Gallup first asked Americans to name the most urgent health problem facing the country in 1987, when AIDS was the dominant answer and virtually no one mentioned access or costs. Regular updates since then, including annual measures since 1999, document the gradual decline of AIDS as a top problem during the 1990s and early 2000s, the rise of healthcare costs as an issue between 1991 and 1992, mounting concerns about healthcare access after 2001, and a gradual increase in concerns about obesity over the past decade.

Cancer has also consistently figured among Americans' top-rated problems. The flu has twice emerged as a major concern, but only when specific flu strains have attracted widespread publicity, as with the bird flu scare in 2005 and the H1N1 virus in 2009.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov. 4-7, 2010, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households.

All reported margins of sampling error include the computed design effects for weighting and sample design.

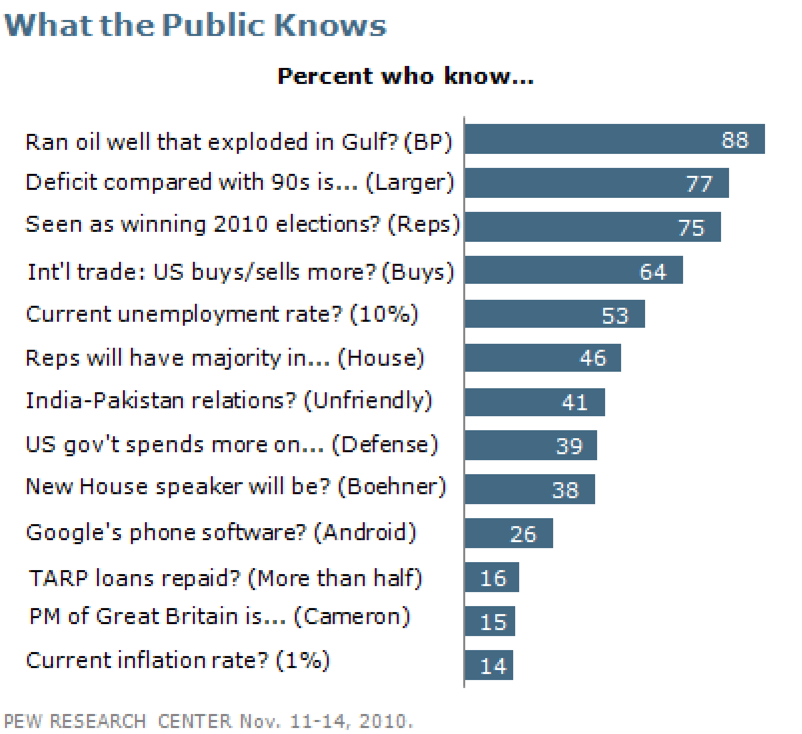
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Public Knows Basic Facts about Politics, Economics, But Struggles with Specifics

Few Aware of Inflation Rate or TARP and Deficit Specifics

November 18, 2010

The public sees the big picture when it comes to the changing balance of power in Washington. Fully 75% say that the Republican Party is generally regarded as doing best in this month's midterm elections.



Far fewer are familiar with the specifics relating to the GOP's victories. Fewer than half (46%) know that the Republicans will have a majority only in the House of Representatives when the new Congress convenes in January, while 38% can identify John Boehner as the incoming House speaker.

The Pew Research Center's latest News IQ Quiz, conducted Nov. 11-14 among 1,001 adults, finds a similar pattern in the public's knowledge about economics. The quiz is composed of 13 multiple-choice questions about current events.

Nearly eight-in-ten (77%) say correctly that the federal budget deficit is larger than it was in the 1990s and 64% know that in recent years the United States has bought more foreign goods than it has sold overseas. As in recent knowledge surveys, about half (53%) estimate the current unemployment rate at about 10%.

But the public continues to struggle with questions about the Troubled Asset Relief Program known as TARP: Just 16% say, correctly, that more than half of the loans made to banks under TARP have been paid back; an identical percentage says that none has been paid back. In Pew Research's previous knowledge survey in July, just 34% knew that the TARP was enacted under the Bush administration. (See "Well Known: Twitter; Little Known: John Roberts," July 15, 2010.)

The new survey finds that an overwhelming percentage (88%) identify BP as the company that operated the oil well that exploded in the Gulf of Mexico earlier this year. But as in the past, the public shows little awareness of international developments: 41% say that relations between India and Pakistan are generally considered to be unfriendly; 12% say relations between the two long-time rivals are friendly, 20% say they are neutral and 27% do not know.

Just 15% know that David Cameron is the prime minister of Great Britain; about as many say it is Tony Hayward, the former chief executive of BP. The proportion correctly identifying Cameron as the British prime minister is about the same now as it was in July (19%).

On a different subject, 26% of Americans know that Android is the name of the Google operating system for smartphones. As in past news quiz questions about technology, there is a sizable age gap in awareness of Android. Far more people younger than age 50 (37%) than those ages 50 and older (11%) correctly identify Android as the Google phone's operating system.

Fewer than Half Know GOP Won House

Most Know GOP Did Well, Far Fewer Know How Well

	Reps seen as winners	Reps have House Majority	N
	%	%	
Total	75	46	1001
Men	79	53	447
Women	72	39	554
White	78	49	769
Black	67	37	105
18-29	61	27	144
30-49	76	45	260
50-64	81	55	286
65+	79	57	282
College grad+	85	69	332
Some college	80	46	263
HS or less	66	31	398
Republican	88	55	292
Democrat	77	45	286
Independent	71	46	312

PEW RESEARCH CENTER Nov. 11-14, 2010. Pew.8 & Pew 9 were asked in sequence. All other items in the survey were asked randomly.

While 75% identify the Republicans as the party regarded as doing best in the midterms, fewer than half (46%) know that Republicans will have a majority only in the House when the new Congress convenes in January. About one-in-seven (14%) say the GOP won both the House and Senate; 8% say they won just the Senate; 5% do not think they will have a majority in either chamber; and 27% do not know.

There is broad awareness among most political and demographic groups that the Republicans did best in the midterms. But just 27% of those younger than age 30 know that Republicans captured just the House; 19% say that they won both the House and Senate while 42% do not know. By contrast, 45% of those ages 30 to 49, and majorities of those ages 50 to 64 (55%) and ages 65 and older (57%), answered this question correctly.

While 69% of college graduates know that the Republicans won only the House, fewer than half as many (31%) of those with no more than a high school education know this. And while nearly as many women (72%) as men (79%) know that the GOP is generally regarded as having done best in the elections, just 39% of women know that the Republicans won just the House, compared with 53% of men.

Most Know Deficit Has Grown

Bigger Deficit Seen, But Few Know Where the Money Goes

Compared to the 1990s, the deficit is...	Total	Rep	Dem	Ind
	%	%	%	%
Larger	77	81	78	78
Smaller	3	3	5	3
No different	9	6	12	6
Don't know	11	10	5	12
	100	100	100	100
Federal gov't spends most on...				
National defense	39	28	46	44
Education	4	5	5	3
Medicare	15	17	18	14
Interest on debt	23	29	18	22
Don't know	19	20	13	16
	100	100	100	100

PEW RESEARCH CENTER Nov. 11-14, 2010. PEW14 & PEW17. Figures may not add to 100% because of rounding.

On the subject of government spending, many Americans (77%) are aware that the U.S. has a larger budget deficit today than in the 1990s, yet far fewer correctly answer a question about what the government spends more on: national defense, education, Medicare or interest on the national debt. Roughly equal proportions of Republicans (81%), Democrats (78%) and independents (78%) know that the federal budget deficit is larger now than in the 1990s.

Overall, 39% of the public knows that the government spends more on national defense than on education, Medicare or interest on the national debt. About one-in-four (23%) say the government spends more on interest payments and 15% say Medicare is the largest expenditure of these four alternatives. Government accounting estimates indicate that the government spends about twice as much on defense as on Medicare, and more than four times as much on defense as on interest on the debt.

More Democrats (46%) than Republicans (28%) know that the government spends more on national defense than on the other items listed. Republicans are as likely to say the government spends most on interest on the debt (29%) as on defense (28%). A plurality of independents (44%) know that the government spends most on national defense.

Partisan Differences in Knowledge

About six-in-ten Republicans (63%) correctly estimated the unemployment rate at about 10%, compared with 48% of Democrats. A wide partisan gap is also seen in awareness of the U.S. trade deficit: 72% of Republicans and 58% of Democrats say that the U.S. buys more good from abroad that it sells.

More Republicans Correctly Estimate Unemployment Rate

	Rep	Dem	Ind	R-D diff
% answering correctly...	%	%	%	
Current unemployment rate? (10%)	63	48	54	+15
Int'l trade: US buys/sells more? (Buys)	72	58	67	+14
Seen as winning 2010 elections? (Reps)	88	77	71	+11
Reps will have majority in... (House)	55	45	46	+10
New House speaker will be? (Boehner)	47	38	39	+9
India, Pakistan relations? (Unfriendly)	45	40	43	+5
Deficit compared with 90s is... (Larger)	81	78	78	+3
Ran oil well that exploded in Gulf? (BP)	90	90	89	0
PM of Great Britain is... (Cameron)	14	14	18	0
Google's phone software? (Android)	23	24	29	-1
TARP loans repaid? (More than half)	16	17	17	-1
Current inflation rate? (1%)	14	15	16	-1
US gov't spends most on... (Defense)	28	46	44	-18

PEW RESEARCH CENTER. Nov. 11-14, 2010. PEW5-PEW19.

Republican are also more likely to know than the GOP was perceived as winning the midterms and to know that the Republicans won a majority in the House. And while only about half of Republicans (47%) could identify John Boehner as the next House speaker, slightly fewer Democrats (38%) know this.

Republicans and Democrats each are largely unaware of how much of the TARP loans have been repaid and relatively few in both parties estimated the inflation rate at about 1%. As noted, more Democrats than Republicans know that the government spends more on national defense than on interest on the national debt, Medicare or education.

The Knowledge Age Gap

As in previous knowledge quizzes, young people struggle with many questions about politics, economics and foreign affairs.

Young People Less Knowledgeable about Politics, More Aware of Android

	18-29	30-49	50-64	65+	Old-young diff
% answering correctly...	%	%	%	%	
New House speaker will be? (Boehner)	14	39	48	51	+37
Reps will have majority in... (House)	27	45	55	57	+30
India, Pakistan relations? (Unfriendly)	27	42	46	46	+19
Seen as winning 2010 elections? (Reps)	61	76	81	79	+18
Current unemployment rate? (10%)	43	52	57	60	+17
Int'l trade: US buys/sells more? (Buys)	54	63	74	68	+14
TARP loans repaid? (More than half)	7	16	20	19	+12
Current inflation rate? (1%)	4	13	21	16	+12
Deficit compared with 90s is... (Larger)	66	78	82	77	+11
PM of Great Britain is... (Cameron)	10	14	16	19	+9
Ran oil well that exploded in Gulf? (BP)	80	92	90	86	+6
U.S. gov't spends most on... (Defense)	45	41	35	33	-12
Google's phone software? (Android)	42	34	16	4	-38

PEW RESEARCH CENTER. Nov. 11-14, 2010. PEW5-PEW19.

Just 14% of those younger than age 30 know that John Boehner will be the next House speaker; about as many (19%) say it will be Nancy Pelosi, the current speaker. Among older age groups, Boehner is far better known.

Just 27% of those younger than age 30 say Republicans will have a majority in the House, while the same percentage (27%) says that India-Pakistan relations are generally regarded as unfriendly. On each question, at least four-in-ten among older age groups answered correctly.

However, 45% of those younger than age 30 know that the government spends most on national defense, about the same percentage as those ages 30 to 49 (41%) and slightly higher than those 50 and older (35%).

And about four-in-ten young people (42%) know that Android is the operating system for Google smartphones, compared with 34% of those ages 30 to 49, 16% of those ages 50 to 54, and just 4% of those ages 65 and older.

How the Public Scored on the Pew News IQ Quiz

	Average # Correct out of 12 questions
Total	5.0
Men	5.6
Women	4.5
White	5.3
Black	3.8
18-29	4.0
30-49	5.1
50-64	5.5
65+	5.3
College grad+	6.8
Some college	5.2
HS or less	3.8
Republican	5.5
Democrat	5.0
Independent	5.2
Correctly answered at least...	%
2 questions	89
4 questions	69
6 questions	41
8 questions	22
10 questions	6
All 12 questions	Less than 1%

PEW RESEARCH CENTER. Nov. 11-14, 2010. PEW5-PEW19.

Comparing Knowledge on Average

An alternative way of comparing quiz performance across groups is to look at the average results.

Twelve of the 13 items on the survey were used to form a knowledge scale for this installment of the Pew News IQ quiz. Each question is worth one point on the scale ranging from zero (none right) to 12 (a perfect score).

This was a difficult quiz. Americans answered an average of five out of these 12 questions correctly. That means the public averaged fewer than half right answers (42%). Illustrating the difficulty of some questions, less than one percent of the public answered 12 correctly while 4% missed them all.

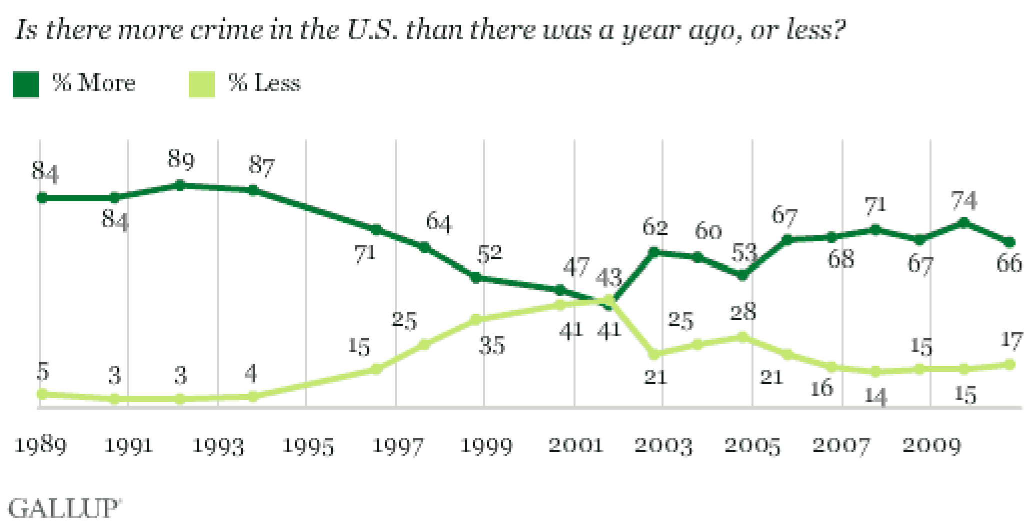
College graduates did much better on average than those with some or no college experience. Those with college degrees answered an average of 6.8 questions correctly, compared with 3.8 on average for those with a high school degree or less education.

College graduates did better on almost every question in the quiz. One exception was the item about government spending. Roughly four-in-ten of both college graduates (41%) and those with no college experience (38%) knew that the government spends more on defense than the alternatives offered.

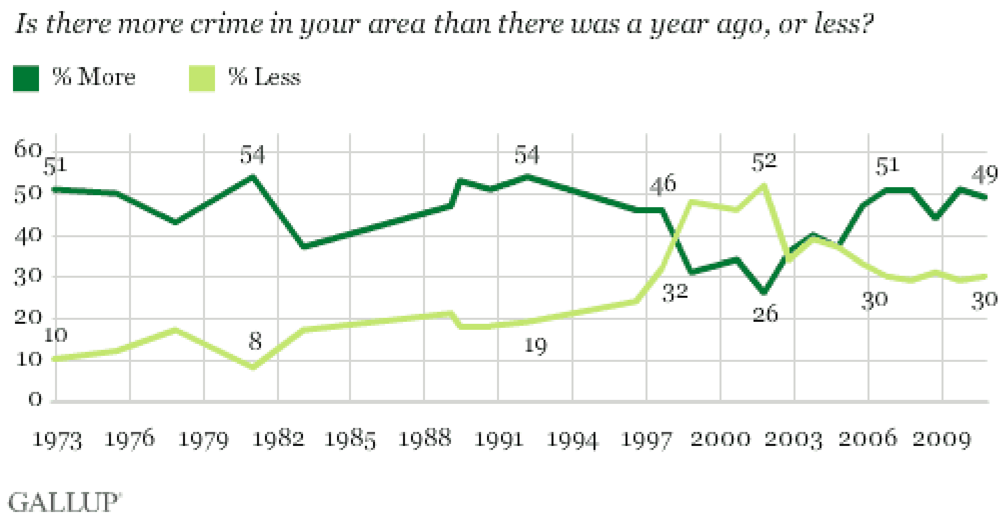
As described above, older Americans did significantly better than young people. Quiz takers ages 65 and older correctly answered 5.3 questions on average while those younger than age 30 averaged four right answers. Republicans did somewhat better than Democrats on average.

Americans Still Perceive Crime as on the Rise
Two-thirds say crime increasing in U.S., 49% in their local area
November 18, 2010

Two-thirds of Americans say there is more crime in the United States than there was a year ago, reflecting Americans' general tendency to perceive crime as increasing. Still, the percentage perceiving an increase in crime is below what Gallup measured in the late 1980s and early 1990s, but is higher than the levels from the late 1990s and early 2000s.



Americans are somewhat more positive about the trend in crime in their local area, but still are more likely to see it going up than going down.



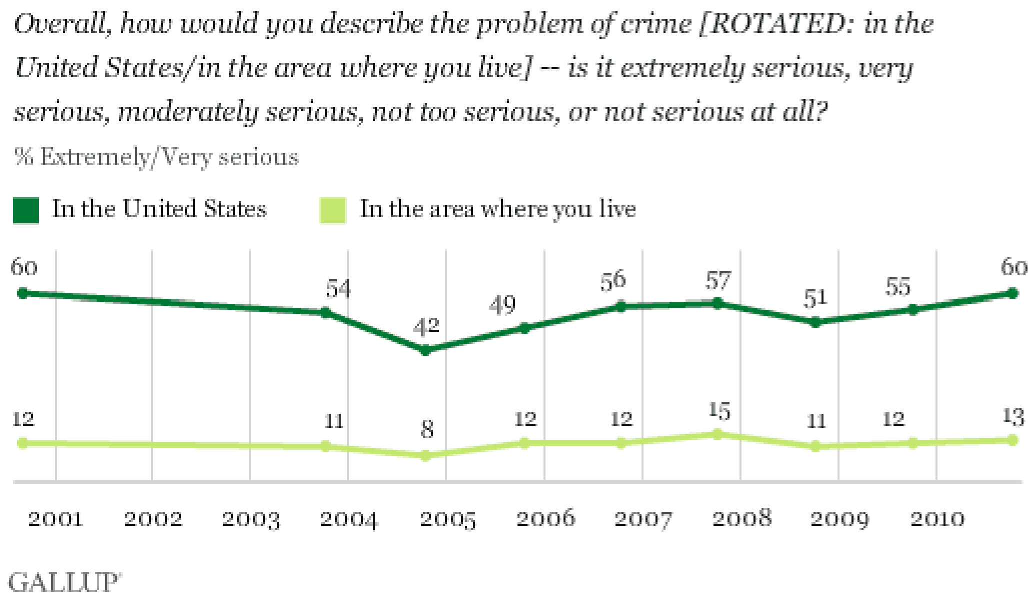
These trends, based on Gallup's annual Crime survey, come at a time when both the FBI and the Bureau of Justice Statistics recently reported drops in property and violent crime from 2008 to 2009 in separate studies, as well as documenting longer-term declines in both types of crime. Though the latest Gallup estimates, from an Oct. 7-10, 2010, survey, would reflect a more up-to-date assessment of the crime situation than those reports do, Americans were also likely to perceive crime as increasing both locally and nationally in the 2009 Gallup Crime survey.

The apparent contradiction in assessments of the crime situation stems from Americans' general tendency to view crime as increasing. That said, the percentage holding this view appears to be higher when crime actually is increasing, as in the late 1980s and early 1990s, than when it is not.

Americans' perceptions of crime may also be influenced by their general assessments of how things are going in the country. Americans generally believe the crime situation to be better when their satisfaction with national conditions is high, as in the late 1990s, when the economy was strong, and in the wake of the 9/11 terror attacks, when patriotism and support for political leaders surged. Thus, the current estimates of increasing crime may to some degree be inflated due to widespread dissatisfaction with the state of the U.S. today.

Apart from whether the crime rate is increasing, 60% of Americans believe the crime problem in the U.S. is "extremely" or "very serious," up from 55% in 2009 and tied for the highest Gallup has measured since 2000. A majority of Americans have typically rated the U.S. crime problem as extremely or very serious in the 11-year history of this question.

As is usually the case, Americans are much less concerned about the crime problem in their local area, as 13% say the crime problem is extremely or very serious where they live.



Americans who have been victimized by crime in the past 12 months are about twice as likely as those who have not been victimized to describe the crime problem in their local area as very serious (18% to 10%). Crime victims are also substantially more likely to perceive crime as increasing in their local area (62% to 43%). However, being a victim of crime bears little relationship to the way one perceives the crime situation in the U.S.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Oct. 7-10, 2010, with a random sample of 1,025 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

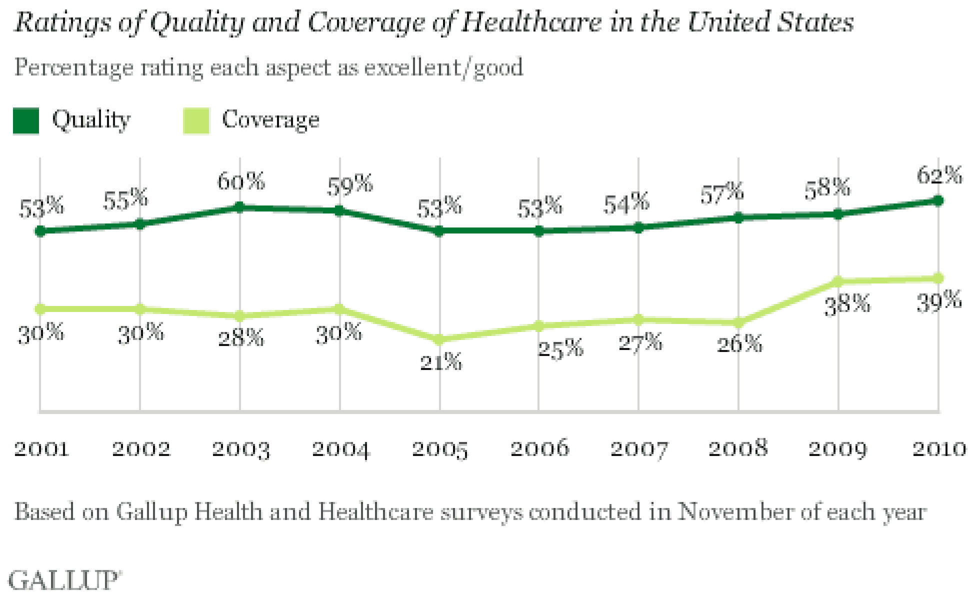
In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Ratings of U.S. Healthcare Quality, Coverage Best in 10 Years

Three-quarters remain dissatisfied with costs

November 19, 2010

Americans' assessments of healthcare quality and coverage in the U.S. are the most positive Gallup has measured in the last 10 years. The public continues to be much more optimistic about quality than about coverage.



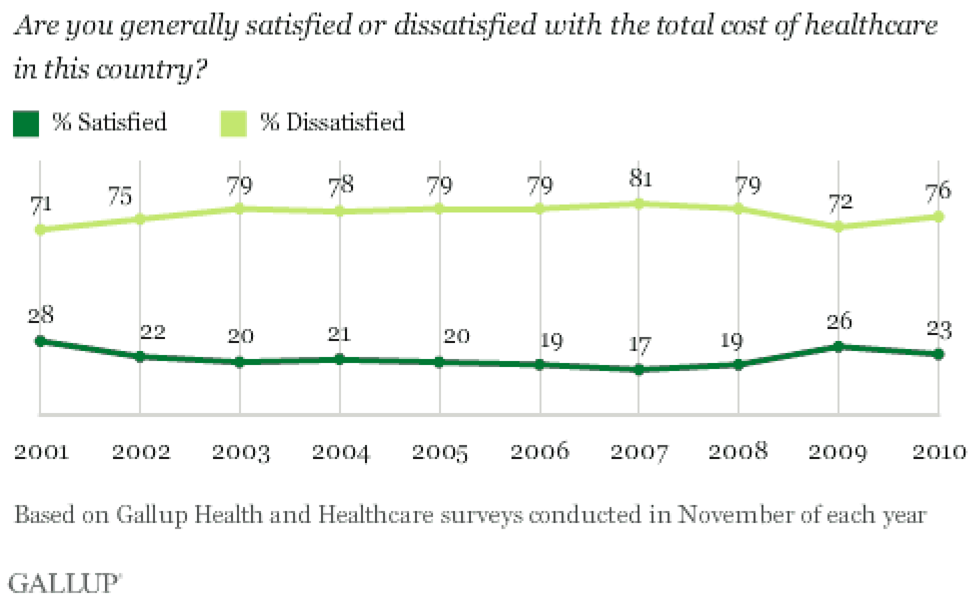
These results are based on Gallup's annual Health and Healthcare poll, conducted Nov. 4-7 this year, and mark the first updates on these questions since the Obama administration and the Democrats in Congress passed major healthcare legislation earlier in 2010. Some of the provisions of this legislation have already taken effect, though many others will not be in place for a few years.

The legislation's passage does not appear to have had a large, short-term impact on how Americans view the U.S. healthcare system, given only at best modest increases since last year in ratings of U.S. healthcare coverage and quality. However, Americans' perceptions of both healthcare quality and coverage are the best Gallup has measured since 2001, the first year the Health and Healthcare poll was conducted.

The 62% of Americans who now rate the quality of healthcare in the U.S. as excellent or good is four percentage points higher than last year. A majority of Americans have consistently rated the quality of U.S. healthcare positively, though in 2005 and 2006, a low of 53% held this view.

Meanwhile, the 39% of Americans who rate healthcare coverage as excellent or good is essentially the same percentage as last year (38%), though it is nearly double the 2005 percentage (21%). The increase in positive ratings occurred largely between 2008 (26%) and 2009 (38%), coinciding with the Democratic efforts to expand healthcare coverage to more Americans that began in earnest in the summer of 2009, though the legislation did not became law until March of this year.

The poll also finds that healthcare costs remain a concern for Americans -- 23% are satisfied and 76% dissatisfied with the total cost of healthcare in the U.S. On a relative basis, Americans are somewhat more satisfied with U.S. healthcare costs than they have been in recent years, but only as many as 28% have expressed satisfaction with U.S. healthcare costs in the past 10 years.



Lawmakers' passage of healthcare reform has apparently done little to ease Americans' minds about the problems facing the healthcare system. The 72% of Americans who this year say the system is in a state of crisis (17%) or has major problems (55%) is similar to what Gallup measured last year and in most years since the question was first asked in 1994. The exception was in late 2001, when Americans' surge in support for government leaders and public institutions after the Sept. 11 terrorist attacks may have led to a more upbeat assessment of the healthcare system.

Which of these statements do you think best describes the U.S. healthcare system today -- [ROTATED: it is in a state of crisis, it has major problems, it has minor problems, (or) it does not have any problems]?

	% Crisis	% Major problems	% Crisis/ Major problems
2010	17	55	72
2009	21	50	71
2008	14	59	73
2007	17	56	73
2006	16	55	71
2005	18	52	70
2004	14	53	67
2003	14	54	68
2002	11	54	65
2001	5	44	49
2000	12	58	70
1994	17	52	69

2001-2010 data based on Gallup Health and Healthcare surveys conducted November each year. 1994 and 2000 data based on separate Gallup polls.

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Implications

Americans' assessments of the healthcare situation in the United States have improved in comparison with prior years in some respects, particularly in terms of healthcare coverage.

The new law should expand coverage to a larger percentage of Americans, though its impact on healthcare costs and quality is far less predictable. To the extent the law is implemented in the coming years, and depending on how effective it ultimately is in achieving its goals, it certainly could affect Americans' perceptions of healthcare quality, coverage, cost, and whether the system continues to have major problems.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov. 4-7, 2010, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Larger U.S. Companies Are Hiring; Smallest Are Not

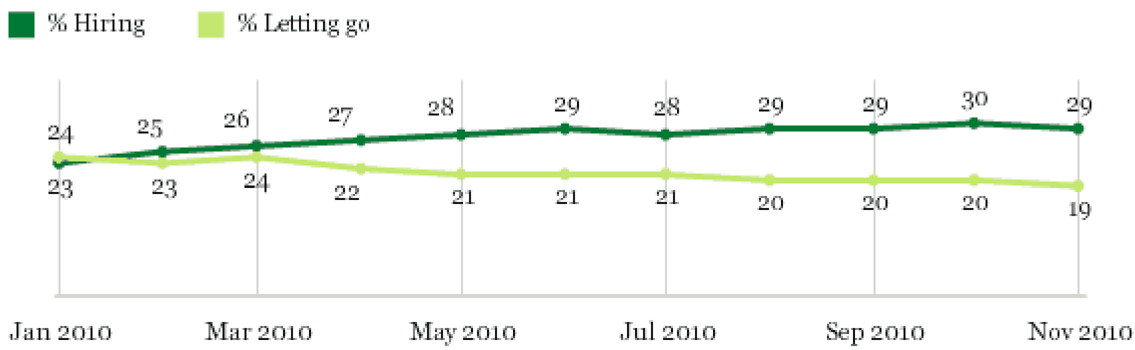
Federal hiring remains strong, while state and local governments continue to let people go

November 19, 2010

Gallup's Job Creation Index was at +10 during the week ending Nov. 14, with 29% of employees reporting that their employer is hiring and 19% saying their employer is letting people go, matching the best monthly performance of 2010.

Hiring and Firing Nationwide, Monthly Averages, January-November 2010

Based on what you know or have seen, would you say that, in general, your company or employer is -- 1) hiring new people and expanding the size of its workforce, 2) not changing the size of its workforce, or 3) letting people go and reducing the size of its workforce?



November data reflect Nov. 8-14 polling

Gallup Daily tracking

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Gallup finds that larger companies are hiring more workers while the smallest businesses are shedding jobs. More than 4 in 10 employees (42%) at workplaces with at least 1,000 employees reported during the week ending Nov. 14 that their company was hiring, while 22% said their employer was letting people go. At the other extreme, 9% of workers in businesses with fewer than 10 employees said their employer was hiring, and 16% said their employer was letting people go.

Job Creation Index, by Size of Company

	Fewer than 10 employees	10 to <100	100 to <1,000	1,000 or more employees	All U.S. employees
Hiring	9%	28%	36%	42%	29%
Letting go	16%	20%	20%	22%	19%
Job Creation Index	-7	+8	+16	+20	+10

Gallup Daily tracking, Nov. 8-14, 2010

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This Gallup question about company size is new, so it is unclear whether this pattern is a continuation of, or a change from, the past.

Hiring Also Much Higher at the Federal Government

The federal government is hiring more employees than it is letting go, while the opposite is true for state and local governments. More than 4 in 10 federal employees (42%) say their organizations are adding people and 21% say they are letting workers go. In contrast, state and local government employees report a net loss of workers.

Job Creation Index, by Employer Type

	Federal government	State government	Local government	All U.S. employees
Hiring	42%	13%	20%	29%
Letting go	21%	34%	31%	19%
Job Creation Index	+21	-21	-11	+10

Gallup Daily tracking, Nov. 8-14, 2010

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That pattern has been consistent throughout the year -- with net gains in federal hiring and net losses in state and local government hiring.

Commentary

Gallup's Job Creation Index, based on employees' reports of hiring and letting go at their places of work, shows job market conditions keeping pace with the best monthly level of 2010 during the first two weeks of November. Still, improvement has been marginal at best since August, and the job situation remains about where it was in October 2008 as the financial crisis was underway. This is probably one reasonunemployment tops Americans' list of the most important problems facing the country today.

Gallup data suggest that part of the jobs problem continues to be centered in state and local governments. Unlike the federal government, these entities need to adjust their employment to their declining revenues. As a result, their employment situation is likely to reflect the economic downturn for some time to come, because state and local revenues tend to trail economic upturns.

Another part of the problem involves the nation's smallest businesses. The entrepreneurs who tend to run these businesses appear to be having a particularly difficult time in 2010. Getting jobs growing in this area is essential to the achievement of a real jobs recovery. In turn, this suggests that encouraging entrepreneurship should be a top U.S. priority going forward.

Finally, for those looking for a job, it appears larger companies are the best bet in the private sector, and the federal government in the public sector.

Two Thirds of Americans Oppose Lowering the Drinking Age

(11/16/10) -

Less than three-in-ten respondents believe the drinking age should be set at 18 years.

A sizeable proportion of Americans reject any changes to the country's federal guidelines for drinking, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 1,006 American adults, 69 per cent of respondents oppose lowering the drinking age in every American state to 18 years. Only 27 per cent of respondents support this idea.

Drinking Age

As you may know, the minimum age for the purchase or possession of alcoholic beverages in every American state is 21 years. Thinking about this, would you support or oppose lowering the drinking age in every American state to 18 years?

		Region				Political Allegiance		
	Total	**Northeast**	**Midwest**	**South**	**West**	**Dem.**	**Rep.**	**Ind.**
Support	27%	28%	31%	28%	22%	27%	27%	30%
Oppose	69%	69%	66%	68%	74%	71%	70%	65%
Not sure	3%	3%	3%	3%	3%	2%	3%	4%

In 1984, the U.S. Congress passed the National Minimum Drinking Age Act. The bill—signed into law by U.S. President Ronald Reagan—established a minimum age of 21 years for the purchase or possession of alcoholic beverages in every American state.

Drinking Age As you may know, the minimum age for the purchase or possession of alcoholic beverages in every American state is 21 years. Thinking about this, would you support or oppose lowering the drinking age in every American state to 18 years?					
	Men	Women	Age 18-34	Age 35-54	Age 55+
Support	36%	20%	35%	28%	19%
Oppose	62%	77%	63%	67%	79%
Not sure	3%	4%	2%	5%	2%

Women (77%) are more likely than men (62%) to express opposition to having a lower drinking age in the country. Respondents over the age of 55 (79%) are also more vocal than those aged 35 to 54 (67%) and those aged 18 to 34 (63%).

Democratic Party supporters (71%) voice practically the same level of opposition to any changes to the National Minimum Drinking Age Act as their Republican counterparts (70%).

Methodology: From October 28 to October 29, 2010, Angus Reid Public Opinion conducted an online survey among 1,006 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

Dissatisfaction with Health Care Reform Close to 50% in United States

(11/18/10) -

Most respondents believe the cost of health care will increase as a result of the changes signed into law by President Obama.

The mid-term election did little to alter the perceptions of Americans on health care reform, as practically half of respondents remain dissatisfied with the changes, a new Angus Reid Public Opinion poll has found.

Health Care As you may know, President Obama has signed the new health care legislation into law. Overall, are you satisfied or dissatisfied with this development?				
	Total	Democrat	Republican	Independent
Very satisfied	10%	21%	2%	6%
Moderately satisfied	26%	41%	6%	26%
Moderately dissatisfied	17%	12%	16%	23%
Very dissatisfied	31%	9%	64%	33%
Not sure	17%	17%	12%	13%

In the online survey of a representative national sample of 1,000 American adults, 36 per cent of respondents (-2 since September) say they are satisfied with the health care legislation championed by President Barack Obama, while 48 per cent (+2) are dissatisfied.

Respondents who are "strongly dissatisfied" with the health care legislation outnumber those who are "strongly satisfied" by a 3-to-1 margin. Republicans (80%) and Independents (56%) continue to voice disappointment, while most Democrats (62%) are content.

Health Care

Under this new health care legislation, do you think the cost of health care in America will increase, stay the same, or decrease?

	Total	Democrat	Republican	Independent
Increase	56%	41%	77%	66%
Stay the same	18%	23%	10%	17%
Decrease	12%	20%	6%	8%
Not sure	14%	16%	7%	10%

There is little change on the two other questions that have been tracked throughout the year. More than half of Americans (56%) expect the cost of health care to increase, 18 per cent believe it will remain the same, and 12 per cent foresee a decrease. Two-in-five respondents (42%) think the quality of health care in America will decrease under this new health care legislation, while 23 per cent expect it to stay the same and 22 per cent believe it will improve.

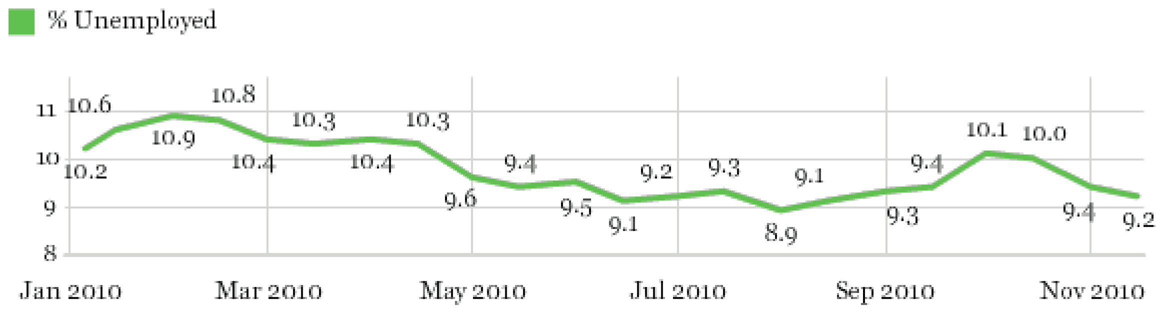
Methodology: From November 5 to November 7, 2010, Angus Reid Public Opinion conducted an online survey among 1,000 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

Gallup Finds Unemployment Down to 9.2% in Mid-November
Underemployment, at 17.7%, is at its lowest level of 2010
November 17, 2010

Unemployment, as measured by Gallup without seasonal adjustment, declined to 9.2% during the first half of November -- down from 9.4% during the last half of October and 10.0% in mid-October -- and one of the lowest levels of the year.

Gallup's U.S. Unemployment Rate

30-day averages^; not seasonally adjusted



^ Numbers reflect rolling averages for the 30-day periods ending Jan. 6, Jan. 15, and Jan. 31, and on the 15th and the last day of each month from February through Nov. 15, 2010

Gallup Daily tracking

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Improvement Since September in Part-Time Workers Looking for Full-Time Work

The percentage of part-time workers who want full-time work also declined slightly to 8.5% of the workforce in mid-November -- reaching a new low for the year. While not much different from the 8.6% of mid-October, this is well below the 9.2% of mid-September.

Percentage of Americans Working Part Time and Wanting Full-Time Work

30-day averages^

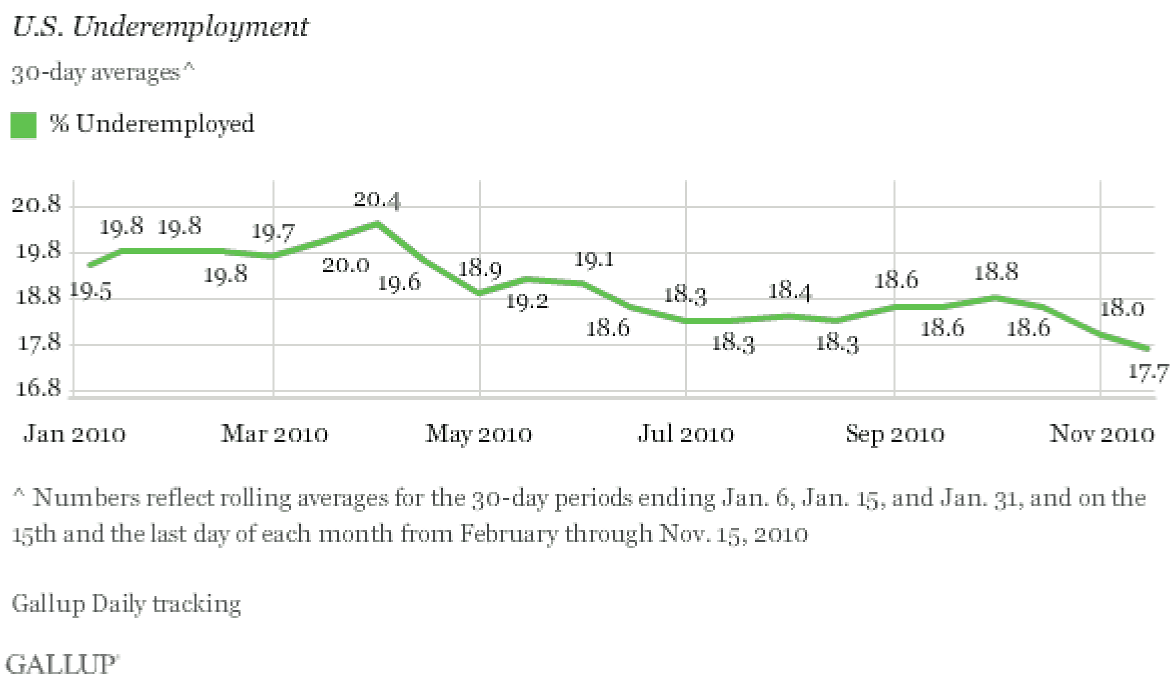
^ Numbers reflect rolling averages for the 30-day periods ending Jan. 6, Jan. 15, and Jan. 31, and on the 15th and the last day of each month from February through Nov. 15, 2010

Gallup Daily tracking

GALLUP

Underemployment Hits a New Low

The decline in the unemployment rate along with the slight drop in the percentage of part-time workers wanting full-time work combined to bring underemployment down to 17.7% -- its lowest level of 2010. This is an improvement from the 18.6% underemployment of mid-October and mid-September, and is the second consecutive new low.



Jobs Situation Improving

Gallup's economic data suggest that the job market continued to improve during the first half of November. As noted previously, if current Gallup unemployment trends continue, the government's unemployment rate for November is likely to show a decline when reported in early December.

Because Gallup's U.S. unemployment rate and underemployment measure are not seasonally adjusted, some of the late October and November improvement is probably the result of retailers hiring for the Christmas holidays. This is particularly likely because Gallup's most recent spending estimates suggest at least a slightly better holiday sales season this year.

Although many economists and politicians continue to complain about the Federal Reserve's efforts to inject money into the economy, it may be that anticipation of this aggressive Fed policy has increased economic optimism among the nation's business leaders. In turn, this could be leading to more companies being willing to hire.

Regardless of the reason, this is good news for retailers and the overall economy as the holiday season gets fully underway.

Survey Methods

Gallup classifies American workers as underemployed if they are either unemployed or working part time but wanting full-time work. The findings reflect more than 18,000 phone interviews with U.S. adults aged 18 and older in the workforce, collected over a 30-day period. Gallup's results are not seasonally adjusted and tend to be a precursor of government reports by approximately two weeks.

Results are based on telephone interviews conducted as part of Gallup Daily tracking Oct. 17-Nov. 15, 2010, with a random sample of 18,427 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±1 percentage point.

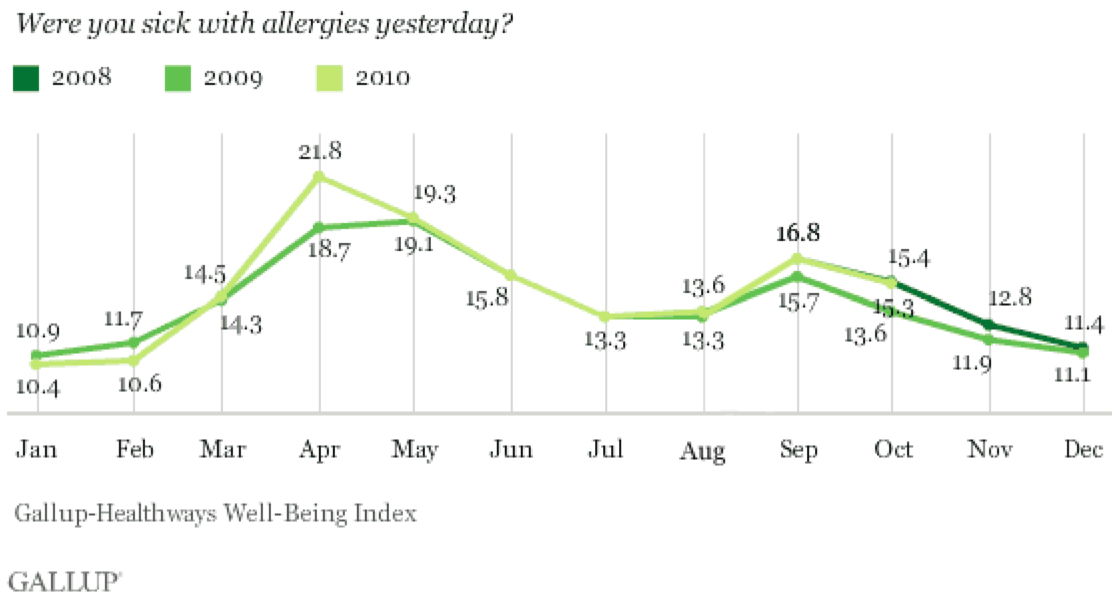
Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample includes a minimum quota of 150 cell phone respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, cell phone-only status, cell phone-mostly status, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

More Than 10% of U.S. Adults Sick With Allergies on a Given Day
Women, low-income Americans, those living in the South most likely to report allergy sickness
November 17, 2010

With the fall allergy season upon us, Gallup-Healthways Well-Being Index data reveal that more than 1 in 10 U.S. adults, on average, report being sick with allergies on any given day of the year. Reports of allergies climb to more than 15% in the fall and exceed 18% in the spring.



The results are the first allergy findings reported from data collected as part of the Gallup-Healthways Well-Being Index. Gallup and Healthways began asking Americans about allergy sickness in September 2008 and have continued to do so in Gallup Daily tracking surveys since then. The question specifically asks, "Were you sick with allergies yesterday?" providing a real-time gauge of how many American adults are sick with allergies at a given time of year. It is important to note, however, that the results reflect only respondent self-reports of allergies rather than an official medical diagnosis. Thus, the estimates could be higher or lower than actual rates if allergies are mistaken for a cold or flu or vice versa. Further, Americans who treat their allergies with medication and thus are not "sick" with allergies would also not be included.

The Asthma and Allergy Foundation of America defines allergies as "diseases of the immune system that cause an overreaction to substances called 'allergens.'" Seasonal allergies are generally triggered by inhaling pollen or mold spores, with pollen allergies, or hay fever, most common in the spring and mold and ragweed allergies most common in the fall. Food and contact allergies are also common yearlong.

To date, the 2010 fall allergy season looks nearly identical to that of 2008 -- and slightly worse than 2009 -- with an average of 15.3% of U.S. adults reporting they were sick with allergies on any given day in October, and 16.8% saying so in September. The Gallup-Healthways trend suggests reports of allergies will continue to decline until January, and then start to consistently increase until peaking again in April and May. Fewer Americans report allergies in the summer than in the spring and fall but more than in the winter. Still, more than 1 in 10 adults report being sick with allergies even in the winter months -- more than report being sick with a cold or flu even at the height of cold and flu season. While the AAFA confirms that allergies can occur at any time of the year, it also acknowledges that the similarities between cold and flu and allergy symptoms can cause confusion in self-diagnoses.

Women, Lower-Income Americans, Those Living in the South Most Likely to Report Allergies

An analysis of self-reports of allergies over the past 12 months -- to account for the seasonal nature of allergies -- finds significant differences among demographic groups in terms of who is most likely to report suffering from allergies.

Most notably, women are the most likely of major demographic groups to report being sick with allergies, while men are the least likely to do so. While the reasons for the large gender gap cannot be stated with certainty, it is possible that men are less likely to report their allergies than women. The Well-Being Index also finds women more likely to suffer from asthma -- which can be caused by the same allergens as allergies -- than men.

Low-income Americans -- those making less than $36,000 per year -- are the second most likely to report being sick with allergies, while those with the highest incomes -- those making $90,000 or more per year -- are among the least likely. The income gap could be the result of wide disparities across incomes across all health and wellbeing metrics, including access to health insurance and money for and access to medicine. Low-income Americans are also more likely to have asthma than high-income Americans.

Those living in the South are the third most likely group to report being sick with allergies -- and easily more than those in other regions. The likelihood of respondents who live in the West, East, and Midwest to report being sick with allergies are remarkably similar.

Asian Americans are among the least likely to report being sick with allergies and less so than other races, aligning with other Well-Being Index data that often find Asians to be among the healthiest Americans.

Self-Reported Allergies, by Demographic Group

Sorted highest to lowest

	Yes
National adults	14.6%
Female	17.8%
Annual income less than $36,000	17.3%
South	17.1%
45-64	15.2%
White	14.8%
Black	14.8%
30-44	14.6%
65+	14.3%
18-29	13.7%
Annual income $36,000 to $89,999	13.6%
West	13.5%
East	13.4%
Midwest	13.1%
Hispanic	12.7%
Annual income $90,000 or more	12.1%
Asian	11.9%
Male	11.1%

Gallup-Healthways Well-Being Index
September 2008-October 2010

GALLUP

Because many factors can cause allergies, identifying the reasons for higher prevalence among some groups is difficult. The Well-Being Index data do confirm that nearly one in three (32.7%) of those who report being sick with allergies also report having been diagnosed with asthma. Both allergy and asthma sufferers are slightly more likely than non-sufferers to say they smoke.

Gallup will analyze allergy results by state and metropolitan area in 2011 when full-year 2010 data are available.

Bottom Line

The Gallup-Healthways Well-Being Index documents the extent to which Americans report suffering from allergies. While the survey does not define the type of allergies, the real-time nature of the question and resulting seasonal trend make clear that allergy reports are most prevalent in the spring and fall but persist at a relatively high rate yearlong -- even more than self-reports of cold and flu at the height of cold and flu season.

A challenge for sufferers and medical professional alike is disentangling the symptoms of allergies from colds, flu, asthma, and other illnesses with similar effects. Still, the clear demographic patterns reveal that allergy symptoms do appear to afflict some groups more than others. While the ability to become allergic is hereditary, exposure to allergens, access to medical treatment, and perhaps numerous other factors likely play a role in whether symptoms ultimately manifest.

About the Gallup-Healthways Well-Being Index
The Gallup-Healthways Well-Being Index tracks U.S. wellbeing and provides best-in-class solutions for a healthier world. To learn more, please visit well-beingindex.com.
Survey Methods

Results are based on telephone interviews conducted as part of Gallup-Healthways Well-Being Index survey Sept. 4, 2008-Oct. 31, 2010, with a random sample of 768,041 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±0.2 percentage points.

For results based on the year aggregate of 353,782 adults, one can say with 95% confidence that the maximum margin of sampling error is ±0.2 percentage points.

For results based on the monthly samples of approximately 30,000 adults, one can say with 95% confidence that the maximum margin of sampling error is ±0.7 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample includes a minimum quota of 150 cell phone respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, cell phone-only status, cell phone-mostly status, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

No Early Front-Runner for 2012 GOP Presidential Nomination
Romney, Palin, Huckabee get greatest support at this point
November 16, 2010

Rank-and-file Republicans have no clear favorite for the party's 2012 presidential nomination when asked to choose among a large field of potential candidates. Mitt Romney, Sarah Palin, and Mike Huckabee are essentially tied for the lead, with Newt Gingrich close behind. Preferences have been largely stable since September, though Gingrich and Huckabee have seen modest increases.

Next, I'm going to read a list of people who may be running in the Republican primaries for president in the 2012 election. After I read all the names, please tell me which of those candidates you would be most likely to support for the Republican nomination for president in 2012, or if you would support someone else.

Based on Republicans and Republican-leaning independents

	%, Sep 25-26, 2010	%, Nov 13-14, 2010
Mitt Romney	19	19
Sarah Palin	16	16
Mike Huckabee	12	16
Newt Gingrich	9	13
Ron Paul	7	6
Tim Pawlenty	3	4
Haley Barbour	3	4
John Thune	2	2
Mike Pence	1	1
Rick Santorum	2	1
Mitch Daniels	2	1
Gary Johnson	1	1
Chris Christie (vol.)	1	1
Other	5	2
None/No opinion	18	14

(vol.) = Volunteered response

GALLUP

Now that the midterm elections are over, the field for the Republican presidential nomination will begin to take shape. So far, no candidate has officially announced his or her intention to seek the nomination, though the 12 candidates Gallup tested are known or thought to be seriously considering a campaign, and none has ruled out running. Many have already made appearances in Iowa and New Hampshire, the first two states to hold presidential nominating contests. New

Jersey Gov. Chris Christie has ruled out a run for president in 2012, but his name is nevertheless volunteered by 1% of Republicans.

As is usually the case in early tests of candidate strength, the most well-known politicians fare best. Romney and Huckabee competed for the 2008 Republican presidential nomination, and Palin was the party's vice presidential nominee that year. Gingrich led the Republican efforts to win control of Congress in the 1994 elections and was speaker of the House.

Minnesota Gov. Tim Pawlenty, Mississippi Gov. Haley Barbour, South Dakota Sen. John Thune, and Indiana Gov. Mitch Daniels are among the Republicans who lack a strong national profile but could emerge as competitive candidates should they decide to run. None currently registers more than 4% support among Republicans nationwide.

One way the candidates will attempt to distinguish themselves from their opponents in the campaign is by attempting to appeal to voters on the basis of ideology. At this early stage of the campaign, there is little difference in support for the potential candidates by respondents' political ideology. Huckabee and Gingrich currently have slightly greater appeal among conservative Republicans than among moderate or liberal Republicans, but not to a statistically significant degree.

Candidate Most Likely to Support for 2012 Republican Presidential Nomination, by Political Ideology

Based on Republicans and Republican-leaning independents

	% Conservative	% Moderate/Liberal
Mitt Romney	18	21
Sarah Palin	16	14
Mike Huckabee	17	12
Newt Gingrich	14	9
Ron Paul	6	5
Tim Pawlenty	4	3
Haley Barbour	3	4
John Thune	2	1
Mike Pence	2	1
Rick Santorum	2	<1
Mitch Daniels	1	2
Gary Johnson	1	1
Chris Christie (vol.)	1	--

(vol.) = Volunteered response

Gallup, Nov. 13-14, 2010

GALLUP

In general, Republicans (including Republican-leaning independents) are at least twice as likely to identify as conservative as they are to identify as moderate or liberal. Thus, it is crucial for any potential Republican candidate to appeal to conservatives, especially given the Tea Party movement's influence in deciding nominations for Congress in 2010.

The preferences of moderate and liberal Republicans could also prove important -- if not decisive -- to the extent that no candidate emerges as the favorite among conservative Republicans.

Implications

The current results on Republicans' presidential nomination preferences suggest the 2012 contest could be more wide open than any since the winners began to be determined largely through state primaries and caucuses in 1972. Since that time, there has typically been a clear Republican front-runner before the nominating campaign got underway, including Richard Nixon in 1972, Gerald Ford in 1976, Ronald Reagan in 1980 and 1984, George H.W. Bush in 1988 and 1992, Bob Dole in 1996, George W. Bush in 2000 and 2004, and Rudy Giuliani in 2008. With the exception of Giuliani, the front-running candidate has prevailed.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov. 13-14, 2010, on the Gallup Daily tracking survey, with a random sample of 925 Republicans and Republican-leaning independents, aged 18 and older, living in all 50 U.S. states and the District of Columbia, selected using random-digit-dial sampling.

For results based on the total sample of Republicans, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample of 1,000 national adults includes a minimum quota of 150 cell phone respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, cell-phone-only status, cell-phone-mostly status, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Jobs Climb Higher on Americans' Top Problems List
Economy, healthcare, dissatisfaction with government, and the deficit round out top five issues
November 16, 2010

As the current Congress reconvenes this week for the first time since the midterm elections, the American people would most likely tell their representatives to focus on jobs, the economy in general, healthcare, the overall way the government works, and the federal budget deficit -- in that order. These are the top five issues Americans name as the most important problems facing the country today.

What do you think is the most important problem facing this country today?

Top 10 issues

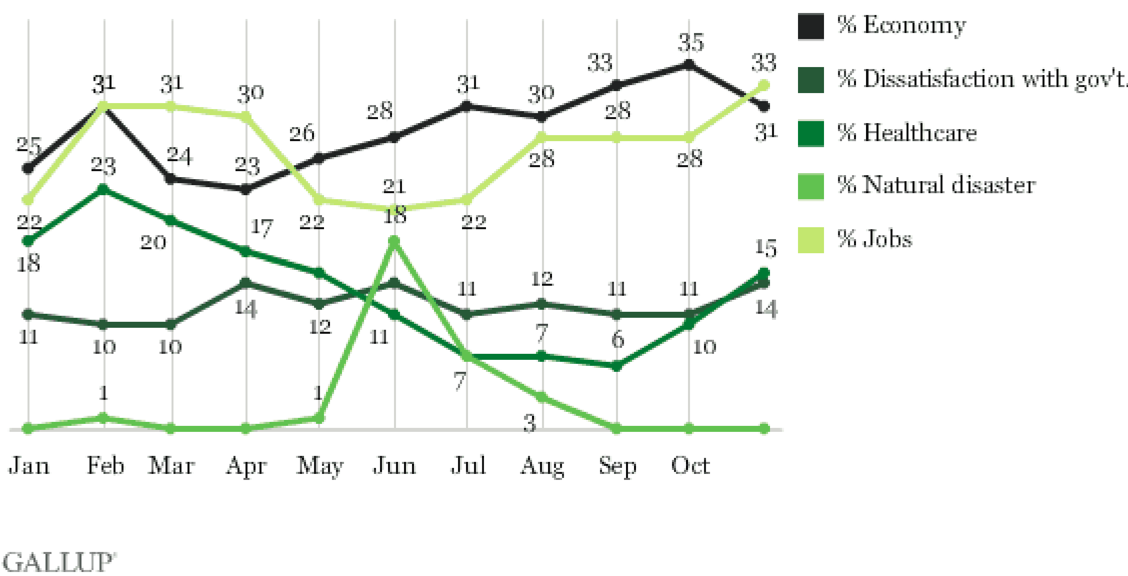
	% Mentioning
Jobs/Unemployment	33
Economy in general	31
Healthcare	15
Dissatisfaction with government	14
Federal budget deficit	9
Education	5
Immigration	4
Lack of money	3
Wars/Fear of war	3
Lack of respect for each other	3

Nov. 4-7, 2010

GALLUP

These results, from a Gallup poll conducted Nov. 4-7, 2010, mark the first time since April that mentions of jobs/unemployment have outpaced mentions of the economy in general when Americans are asked to name the top problem facing the nation. The employment situation and economic conditions have been the two most frequently mentioned problems in Gallup's monthly updates all year, generally followed by healthcare and dissatisfaction with government. Americans' concern about natural disasters flared up in the summer months as the BP oil spill dominated the news, but quickly faded.

Percentages Mentioning Issues as Most Important U.S. Problem, 2010 Gallup Polls

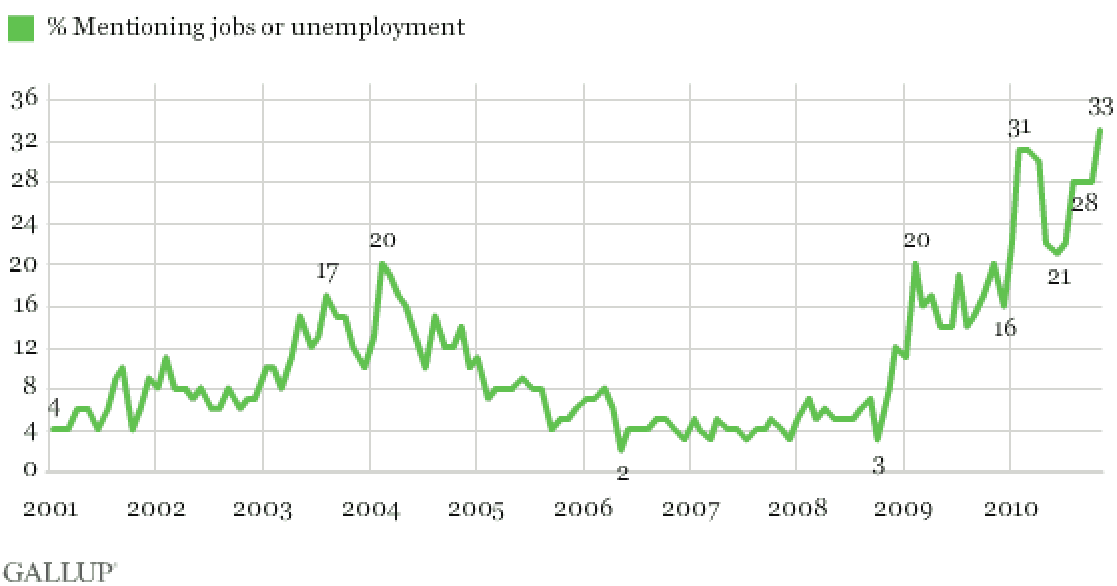


The last time Americans named neither unemployment/jobs nor the economy as the nation's top problem was January 2008, when Iraq topped the list.

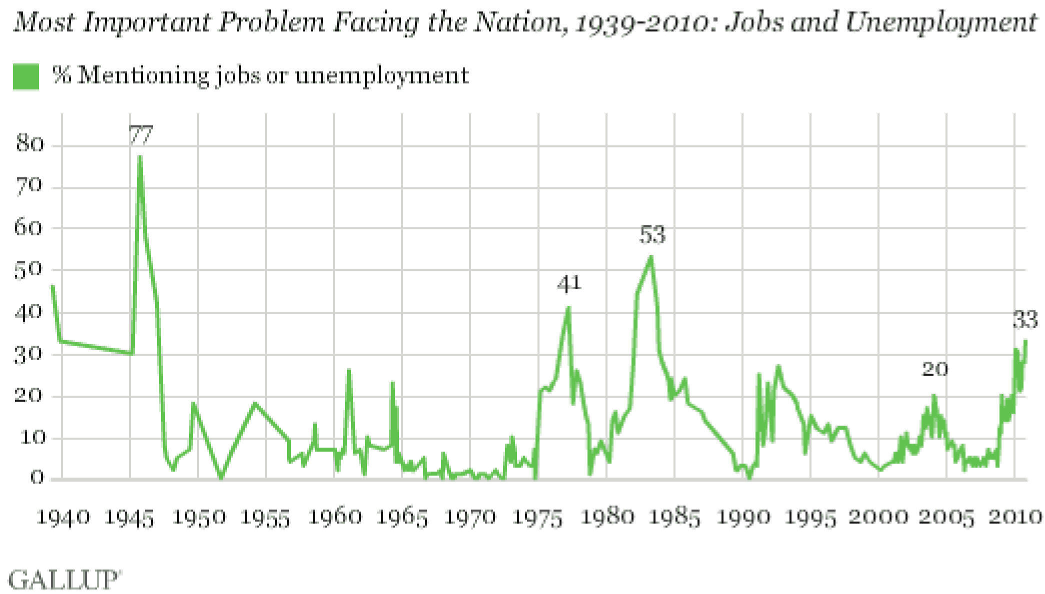
Concern About Unemployment and Jobs on the Rise

Americans' specific concern about unemployment has generally been on the increase over the last two years, from as low as 3% in October 2008 to the current 33%, concurrent with the rise in the U.S. unemployment rate, now at 9.6%. Mentions of unemployment also were high in 2003 and 2004, although not as high as in recent months.

Most Important Problem Facing the Nation, 2001-2010: Jobs and Unemployment



More broadly, sizable proportions of Americans have named unemployment and jobs as the nation's top problems at four historical points prior to the last decade. Two of these came just before and after World War II -- in 1939 at the tail end of the Depression, and in the immediate post-World War II era from 1946-1948. The other two were in 1976 and 1977 -- the final year of Gerald Ford's administration and the first year of Jimmy Carter's -- and in the early 1980s, the last time the nation's unemployment rate was around 10%. At least half of Americans mentioned unemployment as the nation's top problem in 1946 and in 1983.



Bottom Line

Americans' worries about jobs and the economy were clearly major factors in the outcome of the recent midterm elections, and will continue to be major factors in the public's ongoing assessment of the job the new Congress is doing as it takes over in January. There is little doubt that elected representatives in Washington are aware of this stark reality. Still, there is a major distinction between recognizing that there is a problem, and figuring out what to do about it. One of the key challenges on Congress' agenda will be the attempt to reconcile significant differences in approaches to fixing the economy, particularly including disagreement between partisan groups on just how involved the federal government should be in direct attempts to stimulate the economy and create jobs.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov. 4-7, 2010, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

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Republican, Democratic Party Images Stable After Midterms

Americans' views of both parties more negative than positive

November 15, 2010

Americans' opinions of the Republican Party are no better, and their opinions of the Democratic Party are no worse, after the recent midterm elections that saw Republicans make major gains in Congress. This contrasts with other recent midterm elections, in which at least one party's favorable rating either improved or declined in the aftermath of the election.

Party Favorable Ratings Before and After Recent Midterm Elections

	% Favorable, pre-election	% Favorable, post-election	Change (pct. pts.)
2010			
Democratic Party	44	43	-1
Republican Party	44	45	+1
2006			
Democratic Party	52	57	+5
Republican Party	37	35	-2
2002			
Democratic Party	58	48	-10
Republican Party	53	54	+1

GALLUP

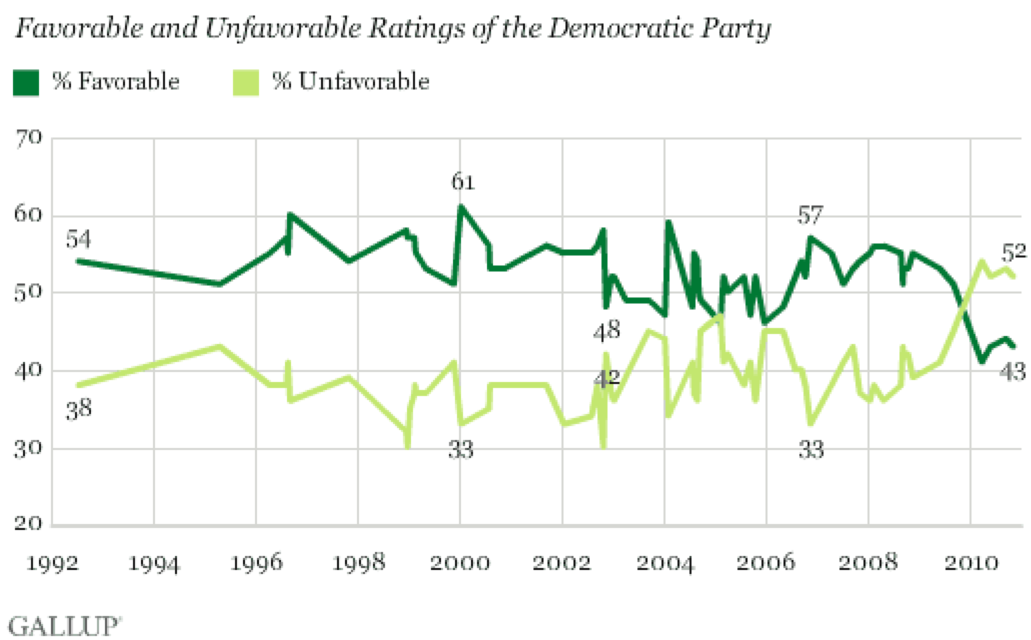
In 2006, after the Democrats took control of the House and the Senate in the midterm elections, the party's favorable rating increased from 52% to 57%, the highest Gallup has measured for the

Democrats in the past seven years. The Republicans' favorable rating did not drop significantly after the 2006 midterms, but their 37% rating in October was already down from 42% in September, likely the result of poor publicity surrounding the Mark Foley sex scandal.
The Republican Party's favorable rating did not improve after the party's strong showing in the 2002 midterm elections, but the Democrats' image took a big hit -- falling from 58% to 48% favorable -- after their party failed to gain seats, a rarity for the opposition party in a midterm election.

Gallup did not measure party favorability shortly before the 1994 and 1998 midterm elections, so it is unclear whether those elections' results altered Americans' views of either political party.

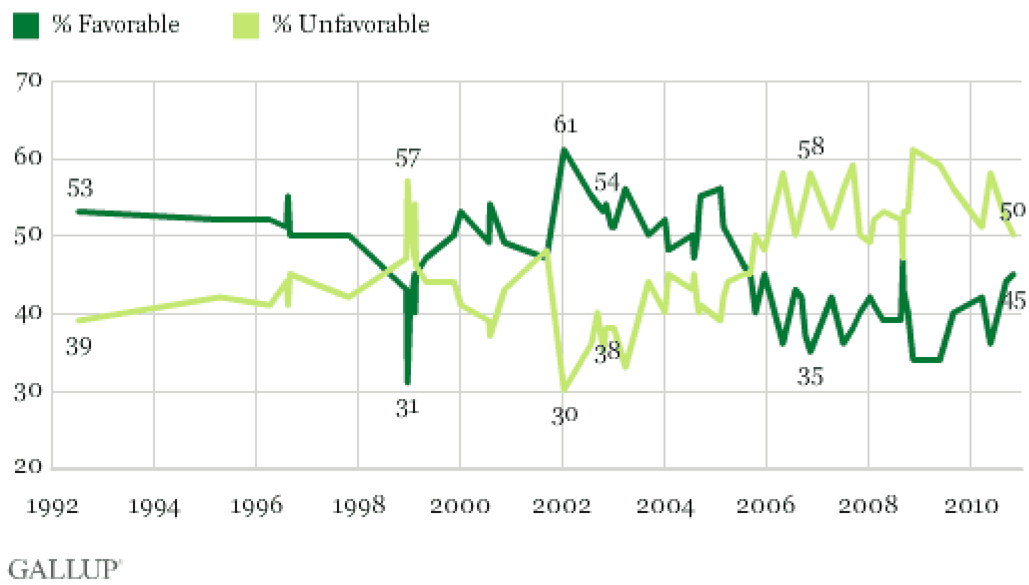
The current party ratings, from a Nov. 4-7 *USA Today*/Gallup poll, show that most Americans continue to view both the Democratic and Republican parties more negatively than positively.

Americans' recent ratings of the Democratic Party have been the worst for the party in this Gallup trend dating to 1992. Prior to 2010, Gallup had just one measurement (in February 2005) in which the Democratic Party's unfavorable rating exceeded its favorable rating, and that was by one percentage point.



Americans' opinions of the Republican Party have generally been worse than their opinions of the Democratic Party since 1992, particularly in the last five years. While the public continues to hold a net-negative view of the GOP, the current 45% favorable rating is one of its best since 2005, and is up 11 points since just after the 2008 presidential election.

Favorable and Unfavorable Ratings of the Republican Party



Implications
Though it became clear early on that the 2010 midterm elections would likely favor the GOP, it was unclear whether Americans would be giving Republicans a mandate if their party became the majority party in Congress. Gallup data from the late summer and early fall suggested that Americans were more likely voting to register their frustration with the Democrats than as an endorsement of the Republican Party. Now that the elections are over, Americans are no more positive toward the GOP than they were before, further suggesting the public is not necessarily embracing the Republican Party.

Survey Methods
Results for this *USA Today*/Gallup poll are based on telephone interviews conducted Nov. 4-7, 2010, with a random sample of 1,021 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households.

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In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Social Offerings, Openness Key to Community Attachment
Overall, softer metrics appear to matter more to residents than harder metrics
November 15, 2010

A community's social offerings, openness, aesthetics, and education are the most likely elements to affect residents' attachment to it, according to a three-year study conducted by Gallup for the John S. and James L. Knight Foundation. Views about these four factors have consistently outranked views about basic services, leadership, the local economy, safety, and more -- in terms of how residents feel about where they live.

Community Attributes' Rank in Influence on Community Attachment

Across 26 Knight Foundation communities

Ranked according to 2010 results

	2008	2009	2010
Social offerings	1	1	1
Openness	3	1	2
Aesthetics	2	3	3
Education	4	4	4
Basic services	5	5	5
Leadership	6	5	6
Economy	6	7	7
Safety	8	8	8
Social capital	9	9	9
Civic involvement	10	10	10

Soul of the Community study

GALLUP'

The results are from the Soul of the Community study conducted in 26 communities nationwide selected by the Knight Foundation from May 27-Aug. 31, 2010. To gauge community attachment, Gallup asked residents five questions examining their level of attachment to their community, including their overall satisfaction with the community, their likelihood to recommend it to others, their outlook for the community five years from now, their pride about living in the community, and whether they feel the community is a perfect place for them.

To find out what drives attachment, Gallup then asked respondents a series of questions about various aspects of the community, including basic services, the local economy, safety, leadership, education, aesthetics, civic involvement, openness, and social capital. Gallup then analyzed the relationship between the overall level of community attachment and residents' perceptions of aspects of the community itself to reveal the strongest links. Previous Gallup research in these communities has found that places with higher levels of community attachment have higher levels of GDP growth. It is likely that more attached residents are more likely to actively contribute to a community's growth and success.

While one might expect the importance of different factors to vary in different communities, the study finds remarkable consistency in what matters most to residents.

The Key Drivers of Attachment

Social offerings are the top driver of attachment in 2010, not only across all 26 communities, but also in every community individually. This includes the availability of arts and cultural opportunities, availability of social community events, the community's nightlife, whether the community is a good place to meet people, and whether people in the community care about each other.

A community's openness is the second most important factor to residents. This is regarding whether residents view their communities as good places for different groups, including older people, families with children, young adults without children, racial and ethnic minorities, immigrants, gays and lesbians, and young, talented college graduates looking for work.

A community's aesthetics -- in terms of its overall physical beauty and the availability of parks, playgrounds, and trails -- is the third most powerful driver of community attachment. A community's education offerings are the fourth most important driver, which include ratings of local colleges and universities and public K-12 education. In a handful of communities, basic services are one of the most important drivers, but overall, the importance residents in the Knight communities place on these factors is quite consistent.

Community Attributes' Rank in Influence on Community Attachment

Across 26 Knight Foundation communities

	Social offerings	Openness	Aesthetics
Aberdeen, S.D.	1	3	2
Akron, Ohio	1	3	1
Biloxi, Miss.	1	3	2
Boulder, Colo.	1	3	1
Bradenton, Fla.	1	3	1
Charlotte, N.C.	1	3	1
Columbia, S.C.	1	2	2
Columbus, Ga.	1	2	2
Detroit, Mich.	1	2	4
Duluth, Minn.	1	3	2
Fort Wayne, Ind.	1	3	2
Gary, Ind.	1	3	1
Grand Forks, N.D.	1	3	2
Lexington, Ky.	1	2	2
City of Long Beach, Calif.	1	3	1
Macon, Ga.	1	3	2
Miami, Fla.	1	2	4
Milledgeville, Ga.	1	3	2
Myrtle Beach, S.C.	1	3	2
Palm Beach, Fla.	1	3	2
Philadelphia, Pa.	1	2	4
San Jose, Calif.	1	3	2
St. Paul, Minn.	1	3	2
State College, Pa.	1	3	2
Tallahassee, Fla.	1	2	2
Wichita, Kan.	1	2	2

Soul of the Community study

GALLUP

Implications

The finding that softer metrics -- namely social offerings, openness, aesthetics, and education -- affect community attachment more than harder metrics -- such as leadership, the local economy, and safety -- provide valuable insights for leaders. While leaders should of course work to provide basic services, strong leadership, and safety for their residents, it is these other factors that are more likely to affect whether residents love where they live.

Leaders who actively increase social offerings, promote diversity, and improve public spaces can improve how residents feel about their community as well as their likelihood to actively partake in its success and recommend it to others. Further, while it may be difficult and take a lot of time to fix the local economy, broaden healthcare access, or to improve roads and highways, investment in social offerings, openness, and aesthetics may be easier to achieve and have a greater effect overall.

Survey Methods

The Gallup study is a 15-minute telephone survey conducted in the 26 communities where John S. and James L. Knight owned newspapers. The survey is available in English and Spanish, and both landlines and cell phones are called.

Each year, a random sample of at least 400 residents, aged 18 and older, is interviewed in each community, with additional interviews conducted in selected resident communities. In 2010, 15,200 interviews were conducted from May 27-Aug. 31, with 1,000 conducted in eight resident communities.

The 2010 study also included 200 interviews among residents, aged 18 to 34, in the resident communities to give Gallup more information about that age group. Overall data were adjusted to ensure an accurate representation of the real demographic makeup of each community based on U.S. Census Bureau data.

Gallup also used U.S. Census classifications to choose the geographical area included in each community. For the most part, Gallup used the Metropolitan Statistical Area. However, in a few cases, Gallup used other accepted definitions of the community area. These census definitions allow Gallup to compare other information such as local GDP and population growth so that Gallup can more closely examine community attachment and key community outcomes.

November Christmas Spending Estimate Outpaces 2009

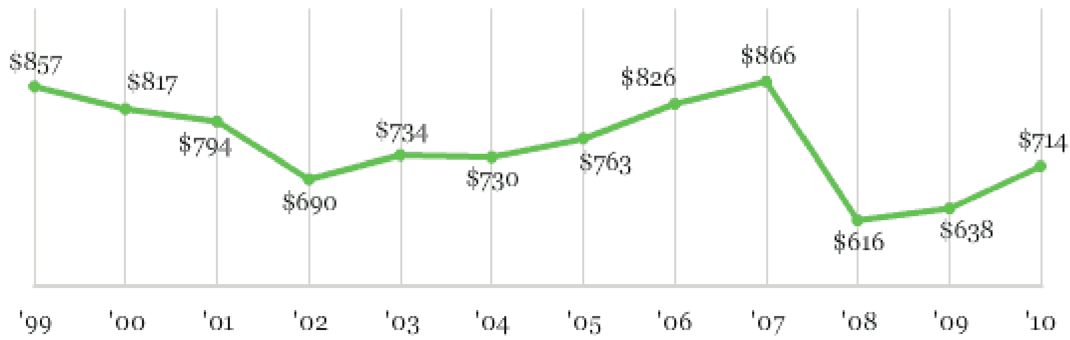
Still, consumers are much more likely to say they will spend less than in 2009, rather than more

November 15, 2010

Americans currently predict they will spend $714 on Christmas gifts this year -- well exceeding the $638 they forecast in November a year ago for the 2009 holiday season, but still trailing the pre-recessionary November forecasts recorded over most of the last decade.

Consumer Christmas Spending Forecasts -- November of Each Year

Roughly how much money do you think you personally will spend on Christmas gifts this year?



GALLUP

The findings are from a Gallup poll conducted Nov. 4-7, 2010, in which respondents were asked to predict the total amount they will spend on Christmas gifts this year. The current forecast is nearly identical to Americans' October prediction of $715.

According to Gallup modeling, if the figure holds at this level through December, that would point to a roughly 2% year-over-year increase in holiday sales. Further, if consumers' spending estimate increases between November and December, as it typically does, actual retail sales could improve by closer to 4%, similar to the long-term average.

Recent Trend in Consumers' Christmas Spending Forecasts

Mean (including zero)

	October	November	December
2010	$715	$714	?
2009	$740	$638	$743
2008	$801	$616	$639
2007	$909	$866	$833
2006	$907	$826	-
2005	-	$763	$840
2004	-	$730	$862
2003	-	$734	$776
2002	$695	$690	$753^
2001	-	$794	-
2000	-	$817	-
1999	-	$857	-

^ Based on survey conducted in late November

GALLUP

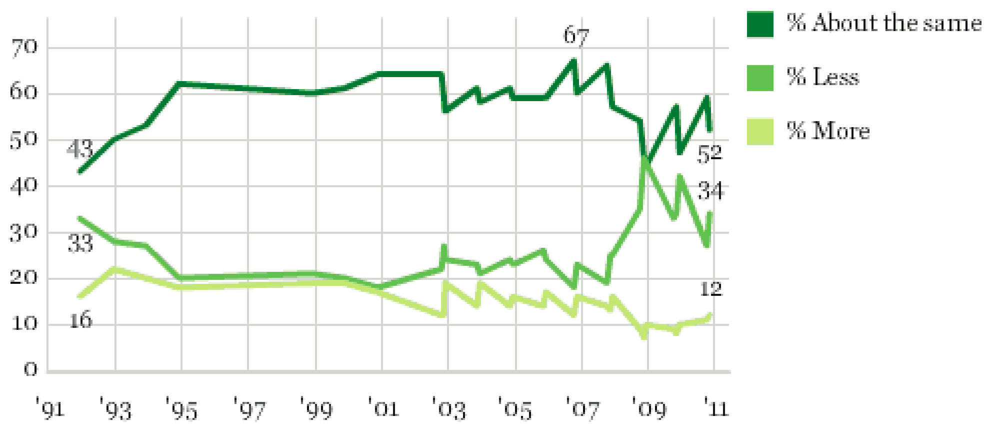
A Relatively High 34% Will Spend "Less" on Gifts This Year

Although the majority of Americans, 52%, say they will spend the same on gifts this year as in 2009, roughly a third of Americans, 34%, say they will spend less, compared with 12% saying they will spend more. That 22-percentage-point gap is nearly double the average 13-point difference between these figures over the past 20 years -- providing a note of caution to Americans' dollar spending forecast.

The current gap contrasts with a 39-point gap found in November 2008, amid the turmoil of the global economic collapse. However, in periods of relative economic prosperity, such as from 1995 through 2000, the figures were about even.

Is that more, less, or about the same amount as you spent last Christmas?

1991-2010 full trend



GALLUP

Implications

Consumers seem on track to increase their Christmas spending this year compared with 2009. The precise percentage increase is unclear, and will likely be reflected in what Americans say about their gift-buying intentions in December. Historically, consumers' estimates of their Christmas spending increase between November and December, and the amount of that increase will indicate whether retailers can expect modest growth or something closer to the average 4% increases enjoyed in the years prior to the latest economic downturn.

Survey Methods

Results for this Gallup poll are based on telephone interviews conducted Nov 4-7, 2010, with a random sample of 1,025 adults, aged 18 and older, living in the continental U.S., selected using random-digit-dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone-only). Each sample includes a minimum quota of 150 cell phone-only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, education, region, and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the aged 18 and older non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Most Canadians See Drivers Holding Cell Phones, Despite Existing Bans

(11/17/10) -

Four-in-five respondents would welcome a federal regulation that would ban the use of hand-held cell phones while driving.

Despite the fact that most Canadian provinces now ban the use of hand-held cell phones while driving, many Canadians have still seen drivers rely on the devices while they are behind the wheel, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,010 Canadian adults, four-in-five respondents (83%) support a federal regulation to ban the use of hand-held cell phones while driving, while 14 per cent are opposed. Support is at 74 per cent or higher across the country, and is lowest among respondents aged 18-to-34 (at a still high 69%).

Driving

Would you support or oppose a federal regulation to ban the use of hand-held cell phones while driving?

		Gender		Age		
	Total	Men	Women	Age 18-34	Age 35-54	Age 55+
Support	83%	80%	86%	69%	87%	95%
Oppose	14%	18%	10%	23%	12%	5%
Not sure	3%	2%	4%	8%	1%	0%

Almost nine-in-ten Canadians (88%) report seeing a driver talking on the cell phone while driving, including 90 per cent in Ontario and 89 per cent in British Columbia—where the practice is banned.

A majority of Canadians have recently seen drivers speeding (88%), turning without having signalled first (81%), tailgating (76%), cutting into another lane without notice (65%), multitasking while driving (64%) and running red lights (60%).

Driving

Overall, how would you rate the drivers in your municipality?

		Gender		Age		
	Total	Men	Women	Age 18-34	Age 35-54	Age 55+
None of them are “bad drivers”	2%	2%	2%	2%	2%	1%
A few of them are “bad drivers”	77%	80%	75%	73%	77%	83%
Most of them are “bad drivers”	18%	15%	20%	20%	19%	13%
All of them are “bad drivers”	0%	1%	0%	1%	0%	0%
Not sure	2%	2%	2%	2%	2%	1%

Only 18 per cent of respondents across the country state that most of the drivers in their municipality are “bad drivers”. One-in-five women (20%) and respondents aged 18-to-34 (20%) claim that most of the drivers in their municipality are bad.

Methodology: From November 1 to November 2, 2010, Angus Reid Public Opinion conducted an online survey among 1,010 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Canadians Disagree with Court on Interrogations Without Legal Counsel

(11/15/10) -

Most respondents agree with the way the Supreme Court handled the cases related to journalistic sources and sexual abuse by a priest.

Many Canadians believe the Supreme Court made the right decisions on two recent cases, but question a ruling related to the legal rights of suspects who are being interrogated, a new Angus Reid Public Opinion poll has found.

Supreme Court

Next, we'd like to ask you recent decisions taken by the Supreme Court of Canada. Do you agree or disagree with each one of these decisions? –

The Supreme Court has ruled that, while suspects have a right to consult a lawyer and to be informed of that right, they don't have a right to legal counsel while they are being interrogated.

		Region					
	Total	BC	AB	MB/SK	ON	PQ	ATL
Agree	34%	35%	26%	38%	31%	42%	32%
Disagree	54%	56%	72%	55%	54%	44%	59%
Not sure	12%	9%	2%	6%	15%	14%	9%

In the online survey of a representative national sample of 1,014 Canadian adults, 76 per cent of respondents agree with the decision taken by the Supreme Court on the case of Shirley Christensen.

The Supreme Court ruled last month that Christensen—a Quebec woman who was sexually abused as a child at the hands of a priest—can launch a lawsuit against the Catholic Church.

Two-thirds of Canadians (65%) agree with a recent decision that looked into the issue of journalistic sources. The Supreme Court ruled that journalists have a qualified right to protect their confidential sources, if such protection outweighs the public interest in the disclosure that the law would normally require.

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		Region					
	Total	BC	AB	MB/SK	ON	PQ	ATL
Agree	65%	71%	70%	55%	61%	73%	51%
Disagree	21%	13%	21%	32%	20%	16%	39%
Not sure	14%	16%	9%	13%	19%	11%	10%

The case stemmed from an investigative report into the federal sponsorship scandal, in which Globe and Mail reporter Daniel Leblanc relied on a confidential source, identified only as "MaChouette."

On a third case, the Supreme Court does not get the endorsement of most Canadians. More than half of respondents (54%) disagree with the ruling which states that suspects do not have a right to legal counsel while they are being interrogated.

Last month's 5-4 decision effectively signifies that, if suspects reveals information to officers or detectives during an interrogation, this information may be admitted into evidence in a legal process against them.

Methodology: From October 29 to October 30, 2010, Angus Reid Public Opinion conducted an online survey among 1,014 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

MULTI-COUNTRY SURVEYS

More Than One in Seven Young Arabs Plan to Start a Business

Those planning to start a business in the next 12 months more likely to be employed
November 17, 2010

Young Arabs show a relatively high interest in launching businesses in the next year. Overall, 15% of 15- to 29-year-olds across the Arab League member countries Gallup surveyed in 2010 plan to launch a business in the next 12 months, compared with 4% of young people in North America or Europe.

Are you planning to start your own business in the next 12 months, or not?

	Yes	No
All young Arabs	15%	85%

Surveys conducted in 19 Arab League member countries and the Somaliland region between February and April 2010.
The Silatech Index: Voices of Young Arabs, 2010

GALLUP

These findings are based on the third installment of Gallup's report, The Silatech Index: Voices of Young Arabs, which highlights various challenges that young Arabs face as they seek employment within and outside the region. The Silatech Index is a product of a multi-year research initiative, undertaken by Gallup in partnership with Silatech, that explores the opinions of young people across 19 countries in the Arab League and the Somaliland region.

Aspiring entrepreneurs are more likely to report being employed (44%) than young people from the region who have no intention to create a business (26%). Further, budding entrepreneurs (60%) are far more likely than those who do not have entrepreneurial ambitions (48%) to say they are satisfied with the freedom they have to choose what to do with their lives.

Entrepreneurial ambitions also vary greatly at different income levels. Among the young people in the Arab League who want to start a business within the next year, 57% of them live in middle-income countries, 32% of them live in low-income countries, and 12% reside in high-income countries. Among aspiring entrepreneurs, the report further categorizes those planning to start a business in the next 12 months as "opportunity-driven" vs. "necessity-driven" to more closely understand the challenges each type of aspiring entrepreneur faces and his or her motivations.

Are you planning to start your own business in the next 12 months, or not?

By income category

	Aspiring entrepreneurs
High-income countries	12%
Middle-income countries	57%
Low-income countries	32%

Surveys conducted in 19 Arab League member countries and the Somaliland region between February and April 2010.
The Silatech Index: Voices of Young Arabs, 2010

GALLUP

Overall, young Arabs prefer to work for the government rather than in the private sector. Even those who plan to start a business are more likely to say they would prefer to have a government job than a job in the private sector, 45% vs. 33%, respectively.

Would you rather have a job working for the government or working for a business?

Among young Arabs

	All young people	Aspiring entrepreneurs	Non-entrepreneurial youth
Government	52%	45%	53%
Business	23%	33%	21%

Surveys conducted in 19 Arab League member countries and the Somaliland region between February and April 2010.
The Silatech Index: Voices of Young Arabs, 2010

GALLUP

In addition to examining young Arabs' entrepreneurial inclinations, the latest report focuses on specific topics such as their desire to migrate, their perceptions on a "green economy" and the environment, job creation in conflict-influenced areas, and differences across gender lines. The report also includes detailed country-level findings from the 19 countries surveyed reporting on the aspirations and realities most young people across the region face as they launch their careers.

Survey Methods

Results are based on face-to-face interviews with 10,018 country nationals, aged 15 to 29, conducted in February-April 2010 in 18 countries that are members of the Arab League and the Somaliland region and in Djibouti in March-August 2009. For results based on the total sample of national youth, one can say with 95% confidence that the maximum margin of sampling error ranges from ±4.3 percentage points in the Djibouti to ±6.5 percentage points in Kuwait. The margin of error reflects the influence of data weighting. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

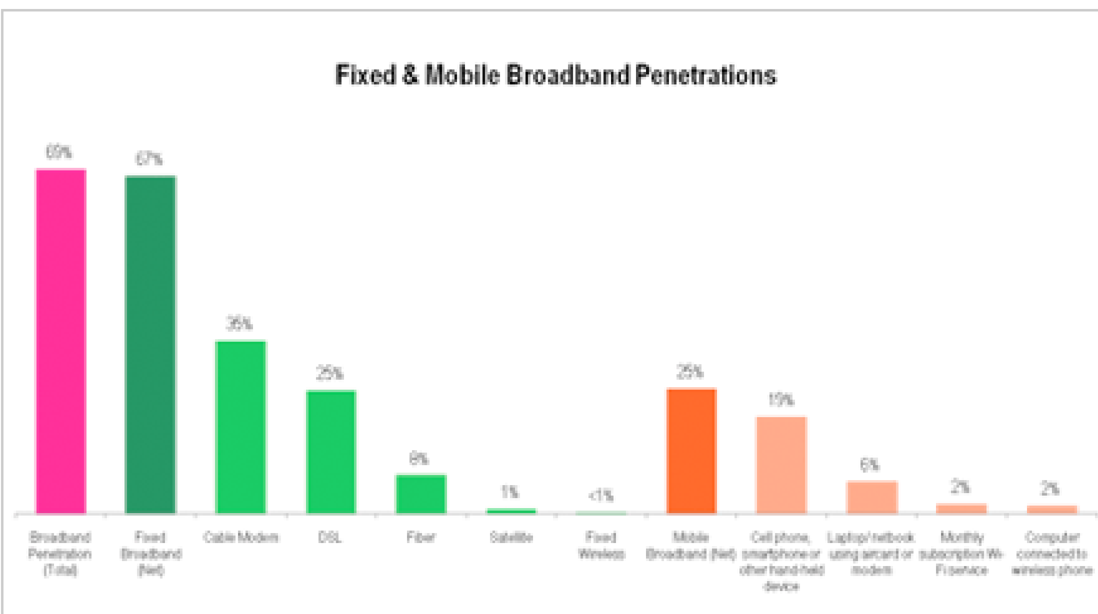
CYBERWORLD

Significant Rise In Broadband Internet Technology; Mobile Broadband Gains Traction And Influence

November 8th, 2010

New York, NY, November 8, 2010 - TNS today released results of its latest ReQuest® survey, a comprehensive and insightful look into consumers' telecommunications behaviors. The survey, conducted among 120,000 households, reveals a steady increase in broadband connections to the Internet in homes. However, this increase is now mostly feuled by growth in mobile broadband technologies, currently adopted by one in four households.

According to the study, mobile broadband penetration now reaches one-quarter (25%) of all U.S. households, primarily with cell phones, Smartphones and other hand-held wireless devices. This penetration is expected to accelerate rapidly as Smartphone adoption grows, choices among data plans expand and consumers continue to adapt their online behaviors to exploit this technology.

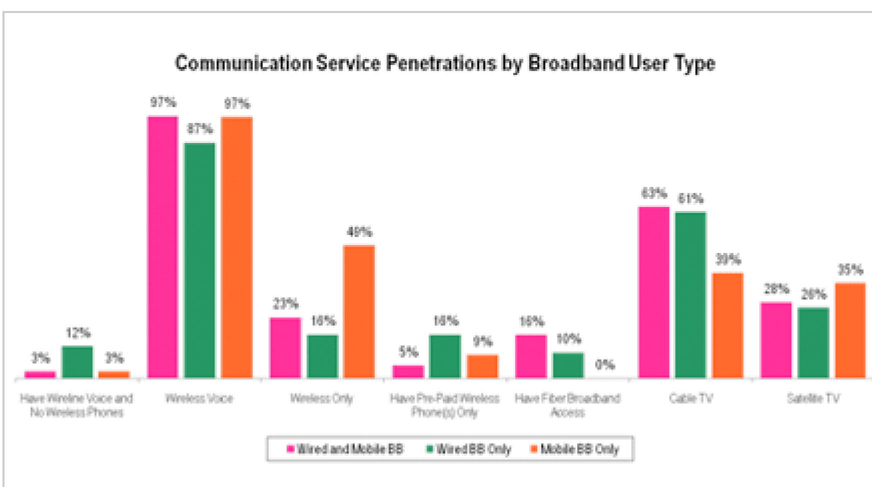


The Fixed/Mobile Broadband Battle

Fixed broadband, including digital subscriber line (DSL) and cable, has been a phenomenal growth story over the past five years. “Spurred by increased consumer demand, and growth in bandwidth-intense activities like video streaming and peer-to-peer sharing, broadband penetration continues to make gains across every type of consumer and device” said Tom Buehrer, SVP of TNS Technology. “However, with the boom in high-bandwidth video traffic; squeezed margins from carrying “low revenue” video traffic; and as more and more young, tech-savvy consumers enter the market it is little surprise that growth in mobile broadband has accelerated with fixed solutions. The key for providers is to offer a compelling broadband customer experience that helps maximize revenue from existing customers, while increasing the chance of attracting new ones.”

According to TNS ReQuest®, there is great overlap in the penetrations of fixed and mobile broadband technologies; in fact, in the 67% of households that already have fixed broadband, 29% also have mobile broadband, compared to 25% across the nation as a whole. “This shows that mobile broadband is more an extension of broadband access rather than a replacement”, according to Buehrer. This higher propensity to subscribe to both services is driven by various factors including user characteristics, brand recognition and loyalty as well as broader service bundling enticements from providers who also provide mobile services.

Households with both services are highly connected: they tend to also purchase wireline and wireless voice as well as video, and to bundle three or four services with a single communications provider. These households are high income, marrieds with children, and, as expected, they have the highest monthly communications spend. Households who are mobile BB substitutors tend to be younger, full or part-time students and are more budget conscious. These customers are highly likely to choose wireless as their main technology for both voice and Internet and are primarily bundling wireless and wired video from a single provider or separately purchasing wireless and satellite video.



Having a “constant connection” gains momentum

As adoption of mobile broadband Internet grows, online behaviors are changing. Already, familiar online activities such as e-mail, navigation, photo sharing, and social networking are nearly as (if not more) prevalent among mobile broadband users as fixed broadband users. Some online activities, most notably banking, bill paying, shopping, and gaming remain more common among fixed broadband users, likely due to legacy usage habits and/or user concerns about wireless device security, features and convenience. However, demand for some of the unique benefits of mobile broadband (like location based services) is expected to further reshape the nature, type, and frequency of people's Internet usage.

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TNS is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 75 countries, TNS is part of Kantar, one of the world's largest research, insight and consultancy network. Please visit **www.tnsglobal.com** for more information.

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